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# *The* **REPORTER** *of Direct Mail Advertising*

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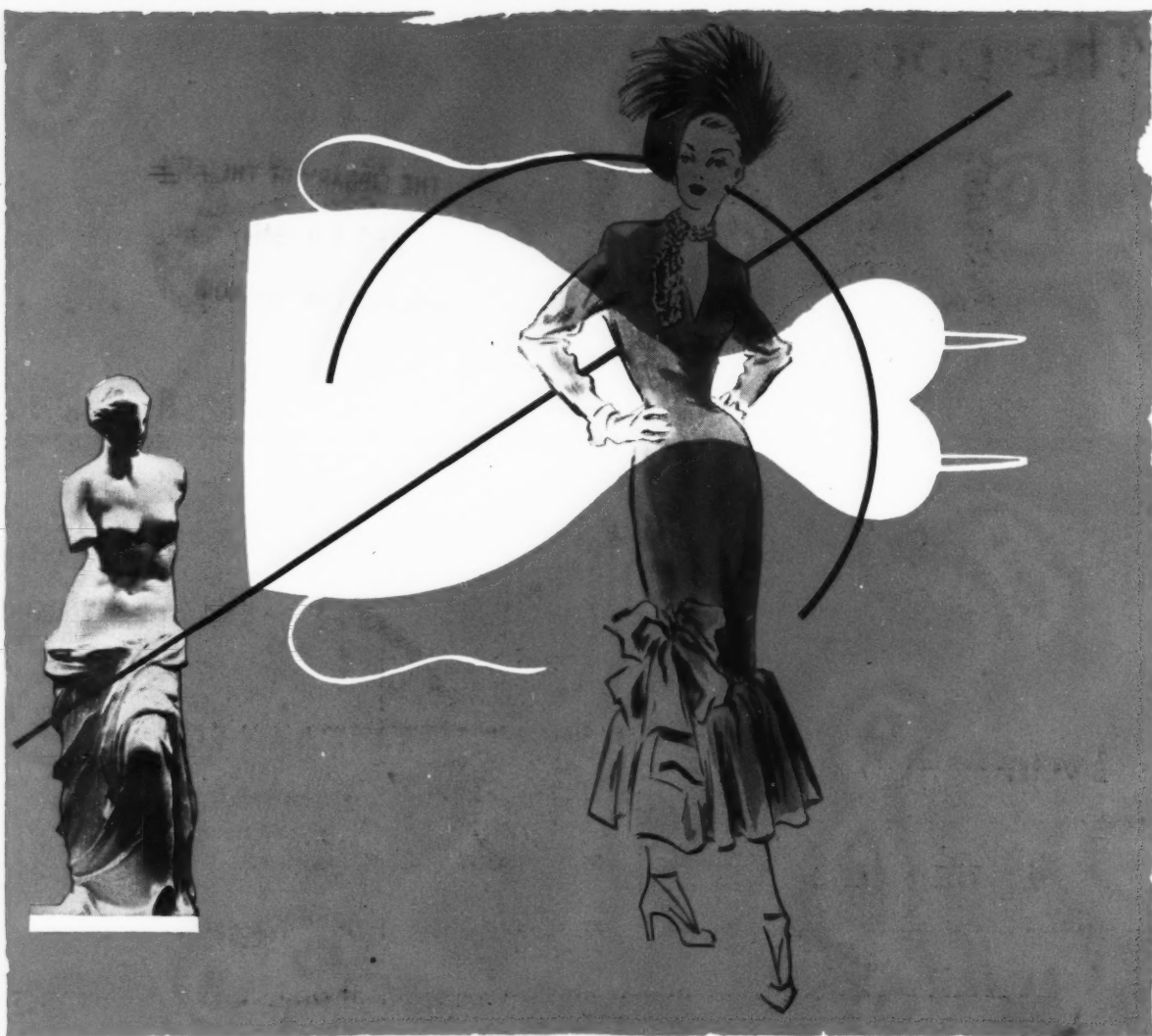
UNIVERSITY OF ILLINOIS

**APRIL 1948**



**Orchids to an  
Advertising Agency**

See Page 7



## a perfect 36

With 80% of American women now wearing foundation garments, and with sales, at wholesale prices, around \$200,000,000, the industry which caters to milady's waistline is an expanding market of no small importance.

And paper is in corsets up to its waistline—in styling, in manufacturing, in labeling, in packaging, in shipping, in advertising, in merchandising.

As American industries and markets expand—be they corsets or construction, sporting goods or steel—so does the demand for paper expand. This is why

“Paper Makers to America” is itself expanding—in physical facilities, in productivity, in the tireless research which will make ever and ever better all Mead Papers of the Mead, Dill & Collins, and Wheelwright lines: “the best buy in paper today.”

★★★ Mead offers a completely diversified line of papers in colors, substances, and surfaces for every printed use, including such famous grades as Mead Bond; Moistrite Bond and Offset; Process Plate; Wheelwright Bristols and Indexes; D & C Black & White; Printflex; Canterbury Text and Cover Papers.



ESTABLISHED 1846

MORE THAN ONE HUNDRED YEARS OF PAPER MAKING

THE MEAD CORPORATION • “PAPER MAKERS TO AMERICA”

The Mead Sales Company, 230 Park Avenue, New York 17 • Sales Offices: Mead, Dill & Collins, and Wheelwright Papers • Philadelphia • Boston • Chicago • Dayton



The popular

# LYDIANS...

*vigorous and versatile*

---

**Lydian Roman**

---

*Lydian Italic*

---


**Lydian Bold**

---

*Lydian Bold Italic*

---

*Lydian Cursive*

Few faces are capable of the broad adaptability that the Lydians have demonstrated during the last nine years. These stylized, shaded sans serifs have the rich beauty of broad-pen hand lettering... combine comfortably with traditional or modern body types... and have proved their suitability to an extremely wide range of subjects. 

Smart and striking for advertising display, the Lydians are still so sound and simple in design as to be eminently readable in mass, and thoroughly reliable in reproduction in any size, on any stock, and by letterpress, offset lithography, or gravure.

AN EXCLUSIVE DESIGN OF

*American Type Founders*

BRANCHES IN PRINCIPAL CITIES



the  
key  
to  
better  
business



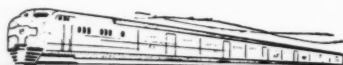
D. H.  
**Ahrend**

CREATIVE  
DIRECT  
ADVERTISING

AHREND clients benefit — at no greater cost — from 55 years of merchandising-by-mail experience; have won 29 National Awards in the past four years!

For ideas, production and mailing of promotion that pays, consult THE FIRM WITH THE HABIT OF SUCCESS!

**D. H. AHREND CO.**  
333 E. 44th St., N. Y. 17, MU 4-3411



**A Trainload of..  
LETTERHEADS**

... That's a Day's job for us!

Our mass production method of producing Lithographed Letterheads, means tremendous volume on huge presses. This means you can now buy the highest class lithographed letterheads in quantity for as little as

**\$2.25 A THOUSAND**

We've produced billions of letterheads as well as circulars and other mailing pieces at low cost—many for out-of-town buyers we've never seen. We can save money for you, too.

#### SEND SAMPLE LETTERHEAD

Let our "Letterhead Clinic" design a new letterhead for you. Or redesign and modernize your present letterhead. No cost or obligation. This service is free to introduce our low-cost Letterhead Service to new customers.

#### FREE LETTERHEAD PORTFOLIO

Mail coupon today and we'll also send big Reprint of "Modern Letterheads" that show how you can get beautifully lithographed letterheads at lowest prices in U. S. Do this NOW before you forget.

**Universal Lithographing Co.**  
4305 Diversey Blvd., Dept. 43, CHICAGO, ILL.

#### UNIVERSAL LITHOGRAPHING CO.

4305 Diversey Blvd., Dept. 43, Chicago, Ill.  
Without cost or obligation to me or my company, please send new letterhead design, 1948 reprints of "MODERN LETTERHEADS" and Special Quantity Prices as low as \$2.25 per M letterheads.

NAME .....  
COMPANY .....  
ADDRESS .....  
CITY ..... ZONE ..... STATE .....

# The REPORTER of Direct Mail Advertising

THE LARGEST FORM OF ADVERTISING

VOL 10. No. 12

17 East 42nd Street  
New York 17, N. Y.  
Vanderbilt 6-0888

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**A P R I L 1 9 4 8**

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**Henry Hoke**  
Editor and Publisher

**M. L. Strutzenberg**  
Circulation Manager

**Henry Hoke, Jr.**  
Advertising Manager

# SHORT NOTES

## DEPARTMENT

► **COURAGEOUS ACTION** was taken recently by Pyrene Manufacturing Company, 560 Belmont Avenue, Newark 8, New Jersey . . . when by press releases, radio spots, newspaper and magazine ads it recalled more than a half million of its hand extinguishers. Seems that a mysterious corrosive chemical got into some of the quart and quart-and-a-half models. All users were warned to examine certain lot number labels . . . and to return suspected containers to dealers or company for replacement. Pyrene is being praised by Safety Association and Fire Chief Officials for its unusual action. Takes a big company to admit a mistake. And, incidentally, it takes a smart advertising department to handle the correction in a way to gain, rather than lose, goodwill.



► **SHOWING AGAIN** that Direct Mail (or Direct Advertising) can be a teammate, rather than a competitor of Space Advertising . . . The Mengel Company, Louisville, Kentucky (furniture manufacturers) ran 28 full page color advertisements in five leading consumer magazines during 1947. They received 425,000 requests for a copy of the booklet "Let's Plan a Bedroom Around You." That information was released in the Mengel financial report for 1947.



► **PUBLISHERS DIGEST, INC.**, 415 N. Dearborn Street, Chicago 10, Illinois, has just announced that it will now supply its syndicated house magazine covers in a 6"x9" size. Previous to this time, only 8½"x11" size was available. New designs every month. (REPORTER used one for its March cover.) The 6"x9" illustration is printed on a sheet 13"x10". The 8½"x11" illustration is printed on a sheet 17¼"x12". All sheets are shipped flat, not folded, with the illustration on page one and the other three pages blank, white stock.



► **CASHMAN LAUNDRY CORPORATION** of New York City, Stamford, Conn., and North Bergen, N. J., are using the hand-lettered personalizing technique for getting attention. Top of recent letterhead (company name and address at bottom) carried individual's name in gold brush writing. First paragraph tie-in: "We have written your name in gold because gold is the symbol of things that are precious. Your laundry is precious to you and deserves the finest."

► **BUSINESS WEEK** for March 13th . . . carried a most interesting article for all Direct Mail people. See pages 22-23-24. Title: "Printing Faces a New Era". A solid job of reporting new labor and cost saving methods in composition and production. Must reading.



► **"HOW TO BE A SUCCESSFUL Advertising Woman"** is the name of a new book edited by Mary Margaret McBride, WNBC commentator, and published by Whittlesey House on March 16th. Designed to offer counsel and guidance on the opportunities offered and the training needed by young women considering advertising careers, the book was written by sixteen top women in the field and edited by Miss McBride for the Advertising Women of New York. The section on Direct Mail was capably handled by Grace Eden Beneke, Director of the John Robert Powers Home Course. *This reporter OK'd the advance manuscript.*



► **THAT WAS A CATCHY MAILING** piece sent out by Goodrich-Jordan Advertising Agency of Dallas, Texas. A 10"x6½" Sales Chart Card with a strip of adhesive red tape running from bottom left to upper right. Recipients were instructed to pull off red strip. Printed underneath: "Your sales go up when Goodrich-Jordan Company creates your advertising". An appointment requesting card was attached.



► **DMAA PRESIDENT** Charles Konselman is making a grand tour of the country visiting Direct Mail Clubs. He started March 6th and is making stopovers in Chicago, Spokane, Seattle, Portland, San Francisco, Los Angeles, Salt Lake City, and Denver.

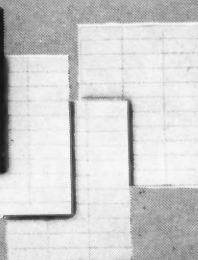


► **THE KOPPERS COMPANY** in Pittsburgh uses a neat public relations stunt to get information about the company filed in business and newspaper publisher's "morgues". An impressive, thick-weight, four page jacket bears title "Koppers Company, Incorporated . . . what it is . . . what it does . . .". Nothing on 2nd or 4th page. A pocket stitched to 3rd page and labeled "general information for your file". Inside pocket, a seven page mimeographed memo summarizing history, functions, products, organization and financing. Really a press release . . . but with brains behind it.

# free!

## DUPLISTICKER

sample sheet



try it  
before  
you buy it

used when **DUPLICATE**  
addressing is required

Duplistickers will simplify your Direct Mail addressing because you can make as many as

- 4 duplicate addresses on a typewriter
- 10 to 15 on a gelatin duplicating machine
- 50 or more on a liquid duplicating machine

And all with just **ONE TYPING.**

Can you figure out how you can cut your addressing costs any easier? Order from your stationer, or if you wish, try 'em before you buy 'em. Just clip and mail coupon below.

Regular package 825 labels—only **50¢**

# EUREKA

EUREKA SPECIALTY PRINTING CO.  
Stationery Division Dept. G  
Scranton, Pa.

Please send me a **FREE** sample package of Eureka Duplistickers.

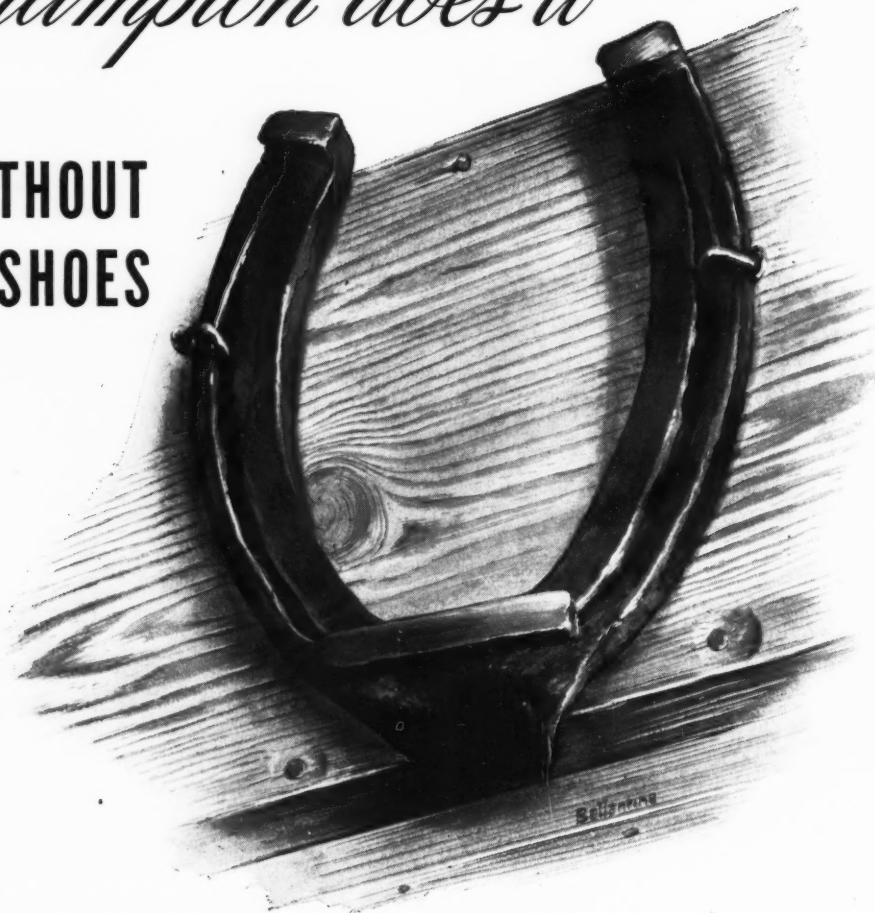
Name.....

Address.....

City..... State.....

# *Champion does it*

## WITHOUT HORSESHOES



Advertisers and printers say they have consistently good luck with Champion paper. This paper's important part in good printing actually is much more than a matter of luck. It is the result of scientific knowledge that Champion has acquired over 54 years of making fine paper. It is the outgrowth of constant research that develops and improves a full line of paper for various printing processes, and maintains constant production control to assure uniformly high quality. This obsession for excellence has been evident all through the years, in development of personnel, plants, equipment, methods and timberlands. What some call luck is much more apt to be your own foresight in selecting the Champion paper actually engineered for the particular type of job you need.

THE *Champion Paper* AND FIBRE COMPANY . . . HAMILTON, OHIO

MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . HOUSTON, TEXAS

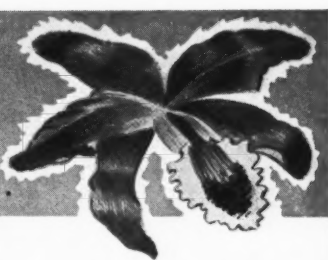
District Sales Offices



NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • ST. LOUIS • CINCINNATI • ATLANTA • SAN FRANCISCO



*Orchids*  
TO THE AD HEADLINED . . .



TITLE \_\_\_\_\_

CLIENT \_\_\_\_\_

FOR

<input type="checkbox"/> IDEA	<input type="checkbox"/> LAYOUT	DATE STAMP
<input type="checkbox"/> HEADLINE	<input type="checkbox"/> ARTWORK	
<input type="checkbox"/> COPY	<input type="checkbox"/> TYPOGRAPHY	

USE OTHER SIDE OF CARD FOR COMMENTS

The orchid card used by Fuller & Smith & Ross heads and creative groups in vote for outstanding space advertising and printed promotion.

# Orchids to an Advertising Agency

This reporter has, at times, been caustic in his criticism of the Advertising Agency attitude toward Direct Mail. Too many Agency men have kicked Direct Mail around. Some have been openly antagonistic . . . proselyting accounts into "more profitable" and easier-to-handle space contracts.

But now we can reverse our position . . . and give a deserved pat on the back to a top bracket Agency which is giving its clients and Direct Mail every possible break.

We spent a very profitable, educational and enjoyable afternoon in the New York headquarters of Fuller & Smith & Ross, Inc. . . . after getting a tip from one of their clients on a unique "Orchid Plan."

From Paul Smith, Chairman of the Orchid Committee we got the whole story. It should interest all advertising people.

Fuller & Smith & Ross consider Direct Mail and Direct Advertising as relatively important to their clients and themselves as any of the other major media. Their entire organization is geared to handle all phases of Direct Advertising with as much care

and attention as is directed to space, display and radio.

To prove it, all you need do is study the unique "Orchid Plan" instituted last year.

Every month, six complete sets of tearsheets and samples of every Fuller & Smith & Ross job are placed in six specially constructed 15" x 18" portfolios. The February binder we saw was at least seven inches thick. Proofs and samples are inserted in pockets on each page. Direct Mail takes its place with space ads, car cards, billboards and radio scripts.

The six portfolios are delivered to the six creative groups. It's the duty of principal officials, account executives, and creative personnel (about sixty people) to examine every

piece. An appointed "expediter" helps to hurry the inspection throughout the organization.

Each individual votes for those jobs considered to be outstanding in headline, copy, layout, art work, and typography. Special voting "Orchid Cards" are provided.

When the voting is completed, an accountant goes to work tabulating results. Votes are counted for each of the five categories mentioned above. When the results are announced each month . . . the three men responsible for a top ranking performance in any of the six voting categories are awarded a part or a whole of an orchid. Thus layout men, typographers, copymen and all others contributing to the success of the advertisement or direct mail piece participate in the orchid awards.

Results are posted on the bulletin board together with actual specimens of the Hit Parade (top ten) of the month. On the first Monday evening following the tabulation, Chairman of the Board John Wiley holds a staff meeting. The winning work is open for discussion . . . and actual checks,

Chairman of the Board John E. Wiley presents Orchid Check to John B. Barnetson, AE for A. & M. Karagheusian.



good for orchid corsages (or partial credits), are given to the individuals. The checks are unique. On regular Fuller & Smith & Ross check forms. Signed by paying officers. But instead of a monetary figure the amount line reads "... % of an Orchid". When any member of the organization accumulates checks totalling 100%, he can endorse, turn checks over to the cashier who then buys and delivers an actual orchid corsage to winner's wife or best girl on any occasion selected by the winner.

Naturally this continuing program has stimulated Fuller & Smith & Ross creative people to maintenance of high standards. But here's what interested THE REPORTER the most. Direct Mail or Direct Advertising pieces are among the top three winners nearly every month. Booklets, brochures, sales presentations of Westinghouse, Karagheusian, Wear Ever and other FSR clients are high up in the ratings.

There's another distinct by-product of the orchid competition plan. In addition to fostering a friendly

spirit, the plan also is educational. It acquaints every officer and creative employee with what's going on in the organization. It makes everyone study every piece of creative work produced. It welds everyone together in a meeting of minds and talent.

For their originality in creating the Orchid Plan and for their broad-minded attitude toward all advertising, *this reporter* thinks Fuller & Smith & Ross deserves Orchids. Particularly from the Direct Mail fraternity.

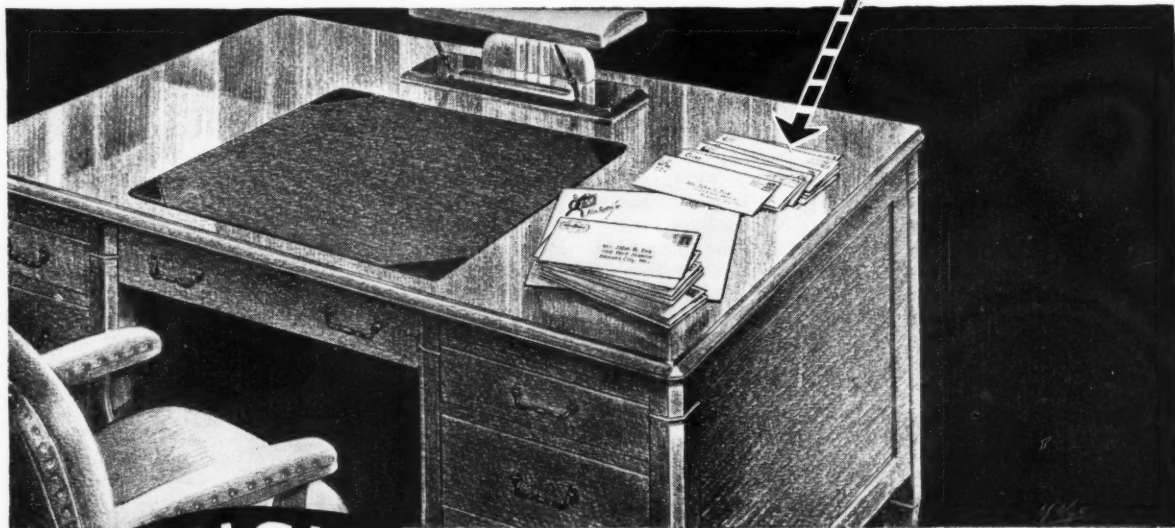


# Your **ENVELOPES** meet *plenty of Competition*

Sometimes it's a high-powered group that meets on the boss' desk.  
And the envelope that catches his eye—that gets the first chance at his  
attention for its message—*has to be good.*

Yes, plenty of executives see the envelopes their mail comes in—  
(59% of all executives see all envelopes—and an additional 8%  
see all unusual envelopes.\*) That's why it's important to  
have an envelope that stands out among competition.  
Tension knows how to make an envelope that's a stand-out.  
With a staff of creative artists specializing in envelope  
design . . . plus 60 years experience in envelope  
manufacturing—Tension is equipped to supply you  
with envelopes that will get attention—first  
and favorable—for your message.

\*Figures from TIDE Direct Mail Survey.



TRADE MARK REGISTERED

*for every business use*

TENSION ENVELOPE CORPORATION • NEW YORK 14, N. Y., 345 HUDSON ST. • ST. LOUIS 10, MO., 5001 SOUTHWEST BLVD.  
MINNEAPOLIS 1, MINN., 129 N. 2ND ST. • DES MOINES 14, IOWA, 1912 GRAND AVE. • KANSAS CITY 8, MO., 19TH & CAMPBELL STS.



# The Largest Direct Mail Campaign In History . . .

That's what the American Legion calls its new idea to furnish every American with facts and information useful in combating subversive groups.

The Legion has created a series of twelve mailing pieces (six pictured here). There are folders, booklets and novelty die-cut brochures . . . all printed attractively in 3 colors. Each one "selling" a particular phase of the American Way of Life. All copy keyed to Mastersons "Basic 1000" Vocabulary and the United Press Survey in readability of sentences.

The campaign started April 1st to one million names. Each month thereafter these one million people will receive one of the pieces. Commander O'Neil of the Legion expects the list to grow to ten million with a total circulation of 120 million pieces.

Obviously the huge cost of such a program is beyond the potential of the American Legion's own financial resources. The Legion is offering these booklets to organizations on a low cost subscription plan. Under this plan, the entire set of the 12 monthly freedom books of the "Dividends from Democracy" series will cost the subscriber \$1.35 per name.

This includes the cost of printing, packaging and mailing the entire set of booklets over a 12-month period. The Reuben H. Donnelley Corporation (Chicago) is handling the printing and mailing operations.

The American Legion's "Dividends from Democracy" campaign has been endorsed by leaders of all walks of American life.

Heading these endorsements is that

of President Truman. Others include Secretary of National Defense James Forrestal, Attorney General Tom Clark, Secretary of War Kenneth C. Royal, FBI Director J. Edgar Hoover, General Dwight Eisenhower, Fleet Admiral Chester W. Nimitz, His Eminence Francis Cardinal Spellman, Archbishop of New York; Rabbi William Franklin Rosenblum, president of the Synagogue Council of America; Dr. Daniel Poling, editor of *The Christian Herald*; AFL President William Green, CIO President Philip Murray, Teamsters Union Vice-President Dave Beck, Eric Johnston, president of the Motion Picture Association of America, Inc.; Earl Bunting, president of the National Association of Manufacturers; Earl O. Shreve, president of the Chamber of Commerce of the United States, and many others.

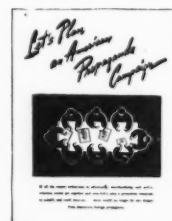
THE REPORTER is more than willing to add our humble endorsement. In case anyone is interested . . . we refer you to the July, 1940 issue of THE REPORTER. That was called the "War in the Mails" issue. In a special eight page supplement we suggested practically the identical idea as a means of combating foreign ideologies of all kinds. We took our cue from an article by Tim Thrift (now passed to another world) and from our own investigations of foreign propaganda in the mails.

We couldn't get our idea across in 1940. "Too costly . . . too revolutionary." That's why we are so enthusiastic about the present Legion Campaign. It is needed. It is well financed. Let's hope it will be a success in 1948. Even tho it's eight years late. Maybe . . . not too late.

Here's front page of special insert in July, 1940 issue of THE REPORTER. Fifth page of the insert gave suggestions for planning, copy and formats. Here are a few quotes from what we said: "If all the expert technicians in advertising, merchandising and public relations would get together and unselfishly plan a promotion campaign to solidify and resell America . . . there would no longer be any danger from destructive foreign propaganda. If it is true that it is impossible under our present laws to eliminate destructive foreign propaganda . . . if it is true that America has led the world in proving the power of well-directed advertising . . . then . . . why not plan for an American propaganda campaign?" These objectives were given:

1. To counteract all efforts to undermine our American Democracy.
2. To protect America from the enemies of our peaceful pursuits.
3. To examine all propositions that America should be changed.
4. To maintain the rights which belong to us as a free people.
5. To resell America to all who have been poisoned by destructive propaganda.
6. To recognize that it is Hi-Time we all do something about the indifference toward America's future.

"I offer this plan to the advertising fraternity or to any impartial group of business leaders who desire to carry it forward. I want no job out of it, nor any credit. But I'll pledge my wholehearted support and will work in any capacity, behind the scenes, without pay."







# Keeping in Touch

International Printing Ink



IPI DIVISION OF INTERCHEMICAL CORPORATION • 350 FIFTH AVE., N. Y. 1 • ADDRESS INQUIRIES DEPT. R-4

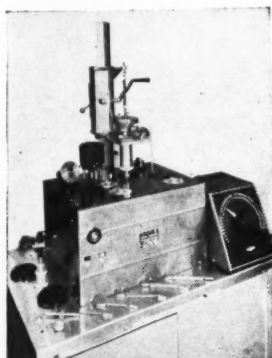
## No Tap Dancing Lessons

As you know, the word, "tap-out," has nothing to do with tap dancing. To the printing craftsman, the tap-out is a time-honored way of testing the tack of an ink with one's finger. As ink makers, we don't use the fingertip tap-out in



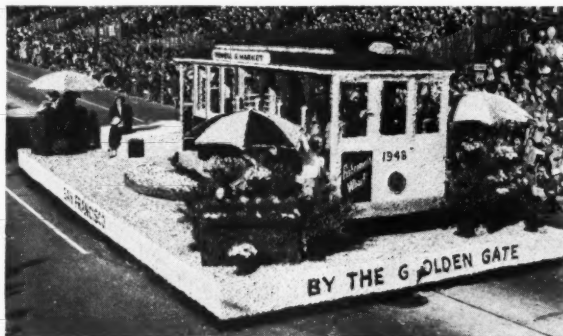
our own tests, but rely, instead, on more scientific instruments such as the Rotational Viscosimeter shown below.

But a pressman is a skeptic. He believes you have to mix art with science to produce good printing. We like that and hope he will keep checking on anything we tell him in these columns. If they help him we would like to know. If they don't, we would like to know that too. Our best customers are the printers who know that it pays to "Keep in Touch with IPI."



Precision instruments have replaced the finger tap-out in measuring viscosity and tack in printing ink manufacture. This is the Rotational Viscosimeter developed in IPI's Research Laboratory and made available to the industry through the Precision Scientific Company, Chicago.

## PASADENA PICTORIAL PRODUCED OVERNIGHT



Pasadena Tournament of Roses Pictorial produced overnight, 21 hours after parade's end. Above, prize-winning San Francisco float.

### That's a Lot of Paper —and Printing

In its December 1947 issue "Paper Industry and Paper World" says—"At the close of 1947 this country alone will have consumed almost as great a tonnage of paper and paper products as the rest of the world in 1947" . . . "1947 will show that we are crowding close to the 25 million ton consumption mark—an advance of almost 5 million tons in the past three years . . . may conceivably reach 30

million tons in 1950." That's a lot of paper which means a lot of printing and a lot of printing ink. It sort of scares us because it is a challenge to the printing industry and the printing ink manufacturer to maintain high standards of quality at such record levels of production. It means faster printing methods.

That's why the major part of IPI's research program is devoted to developing better methods of fast drying which at the same time maintain quality printing results.

### We Don't Encourage Counterfeiting, But —

Irvin S. Cobb once said he did not condone athletic competitions involving physical violence, but if he had to go to a wrestling match he wanted to sit up front where he could hear the bones crunch.

We don't encourage law breaking and we don't sell ink to counterfeiters if we know it. However, even counterfeiters seem to recognize the qualities of IPI inks. When the Secret Service caught up with a counterfeiting gang in Chicago last month, they raided their plant and seized their equipment.

Among other things, they found a supply of IPI printing ink (see photo). The ink was sold to a jobber who had no knowledge of how his cus-

tomers was going to use it, and therefore was freed of all blame by the Secret Service. It was our first sale to this account which has been in business 25 years and has an excellent reputation.

Yes, when it comes to using IPI inks for counterfeiting, "We're agin' it," and this little write-up is not to be construed as an advertisement to the fraternity. Anyone else, however, who has a color matching problem might keep it in mind.

At Right: Chicago Daily News photo, courtesy of John Harm, shows that even counterfeiters use IPI inks. Otto Kerner (left), U. S. Attorney and Harry D. Anheier, Secret Service Chief, examine counterfeit printing plates and fake money, after rounding up the nation's largest counterfeiting ring. A supply of IPI inks bought through a jobber was also found. Somebody did a darn good job of color matching—but don't ask for samples!

## GEMTONE INKS USED

### Plates, Printing, Binding 32 Pages in 21 Hours

They did it again! The 36-page Souvenir of famed Pasadena Tournament of Roses including color pages, was produced overnight with IPI Gemtone inks, just as last year. This was possible because of the fine cooperation among photographers, plate makers, IPI Oakland Factory, Trade Pressroom and the Login Printing Company.

At 11 A.M., New Year's Day the parade was over and photographs ready for the engraver. Black and white plates went to press at 9 P.M. the same day.

### Last Color Plates Midnight— Books on Street at 8:30 A.M.

In addition to the scores of black and white illustrations, the book contains many two and four color illustrations.



These were printed with IPI Gemtone process inks. They were printed as received—the last one at 12 midnight. Gemtone black was run first, Gemtone yellow second, then red, and last, blue. Covers had been printed in advance. The inks worked beautifully, drying fast with a fine finish, and books were on the street at 8:30 the following morning.



# BELL LETTERS

by Shaun P. O'Connor

## Dear Ladies and Gentlemen—

That is your salutation, the salutation I give to you, and I'm sticking to it. Despite all that I have read in "THE REPORTER" and other books from your side, and from this side of the Atlantic, I propose to advance a few thoughts about Letter Writing, some of which may be unconventional to the point of shock, but which are the fruits of a long experience of the art which has not proved unprofitable to me or to the people who have used my compositions.

So this is a letter to you, and I hold that a letter is a peculiar sort of instrument, and one should be allowed to do unusual things with it.

I do not discount the advice of the authors of books on Letter Writing, nor underrate the many fine specimens which Henry Hoke has published. But let it not be forgotten that letter writing is an art almost as old as history. There are deep wells of refreshments and example which may be drawn from freely, and from which the virtue never departs, in the words left behind by great men like Walter Hines Page, Herbert Spencer, Elizabeth Barrett Browning, Lewis Carroll, Oliver Cromwell, Charles Dickens, Horace Walpole, Ralph Waldo Emerson, Thoreau, Tolstoy, Arnold Bennett, Thomas Carlyle, Napoleon, Lucretius, St. Paul . . . and many more. Choose for yourselves.

Here do we find sublimated at once for our enjoyment and for our application, the exercise of grace, charm, patience, courtesy, consideration and human understanding, attributes which, I humbly submit, can be woven into the design of commercial letters without detriment either to the sender or the receiver.

It seems to me that those who wish to write a letter as though it were a casual conversation, are missing the cardinal point. The letter is not a bastard instrument. It is good enough to stand on its own unpolluted by those anomalies, incongruities, impertinences and malapropisms to the use of which we fall victims through striving to achieve effects which are best left to the fireside chat or the variety stage.

By preserving the dignity of the Letter, you do not detract from its value. It will express the fineness of your heart and mind. It will be YOU but, what is amazingly true, the person who receives it will feel as though it had been written for him or her. And this is important, for remember that at the moment a person receives, opens or starts to read a letter, a big natural impulse takes control, the ego in all of us. Think. In that fleeting moment, no one else exists. It is his letter, her letter, not yours. Now make the subject of the letter interesting by not obtruding yourself too hastily or unadroitly and you are on the way to achieving your desire.

My rule about salutations is, "do it with what comes naturally". I will not abolish time honored traditions, nor

will I be a slave to them. If when writing to Henry Hoke and I feel as I usually do, I shall salute him "Dear Henry", but if I am in a hurry and I want to say "For the love of letters that binds us, Henry, will you do me a favour" I will do so. He will understand. But to you, unknown lady who reads this, I will make the courtesy which is every woman's right, "Madam". You will not throw *your* letter away. We shall make a little journey together into the heart of the letter.

You, Man whom I have never met, I know something about you. There is nobility in your soul, or you like to think there is—there most probably is somewhere. So I shall, if the occasion suits, salute with the most noble title of all, a title which even Lords and Dukes and Kings do not despise, "Sir". Will you come a short distance with me if I do not forget you in the next line? You will!

Read this. A letter written to a list (yes a list) of high family ladies:—

"Madam,

Of all subjects in the World, none can be closer to the interests of a lady of distinction and good taste than the manner in which her household linen is washed and laundered.

Therefore, we venture to address you on behalf of a laundry (for such is the common designation) honourable in dealing, and of good standing, which is, Madam, we take leave to suggest, worthy of your notice and deserving of your patronage.

To conclude this encomium, let us aver that we can laud this establishment no further than by offering its services, imprimis, to you, Madam.

May one of our directors wait on you?

Believe us to be, Madam, your humble and obedient servants."

It is supposed that the newspapers are not friendly to Direct Mail. This letter broke all the bounds. It found its way to the London "Daily Mail". The Editor succumbed and featured it as the item of the day.

Did it pay the sender? Oh, yes. Sweet letters like this are the only form of advertising and promotion this firm has ever used. They still pay.

Your letters may not ever be "belles lettres" in the classical sense, but if you write them in the way I have tried to show, they will be Bell Letters (God forgive me for this descent into the vernacular) — they will not only ring the bell, but bring home the bacon as well.

May I go now? My heart and my pen salute you. Dear Ladies and Gentlemen, readers of "THE REPORTER". I cannot think of you in any other way.





PIANO, COURTESY STEINWAY & SONS . . . DIRECT COLOR PHOTOGRAPH BY VICTOR KEPPLER, NEW YORK CITY

## Stage setting for a buying audience

THE MAGIC of full-color offset lithography opens untapped possibilities for you. Color *appeals*. Like music, it speaks a universal language. It appeals to the imagination. It helps to loosen purse strings. Imagine your own product in such a setting! What better way is there to say, "*wouldn't you like to own it?*"

\* \* \*

Speed, economy, adaptability for lifelike reproduction on any number of characterful papers—these are but a

few reasons why *offset lithography* gives advertisers a better run for their money.

The story of what offset lithography can do for you is told in greater detail, with color and sound, in the Harris-Seybold movie "How to Make a Good Impression". Ask your lithographer to show it to you—it's available through him for private showings to interested advertising groups—or write us direct. Harris-Seybold Company, Dept. "F", 4510 East 71st Street, Cleveland 5, Ohio.

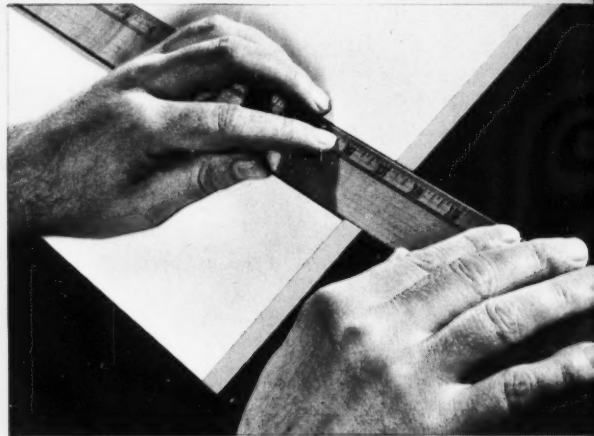


IT'S JUST LIKE PUTTING MONEY IN THE BANK...

WHEN YOU *Call in your Lithographer early*



**1. THE SUCCESSFUL LITHOGRAPHIC JOB BEGINS HERE.** Call in your lithographer at the very beginning—while there is still time to make use of his specialized knowledge. Let him help you plan the production of the job step by step. It may be too late to effect important savings if you wait until all the details of size, retouching, etc., are determined, before “turning over the job”.



**2. AVOID THAT EXPENSIVE FRACTION OF AN INCH.** Quite often, as little as an extra half inch in the size of your job will prove to be a wasteful luxury—if it prevents cutting the piece out of a “standard size” sheet of paper. Your lithographer can help you avoid such waste, and, perhaps may suggest other economies, if you consult him before the layout and working art have been completed.



**3. HERE IS ONE GOOD WAY TO EXPEDITE DELIVERY.** Get in line early. Allow your lithographer to schedule your job while it is still in rough form. Then, while it is “awaiting its turn” in his plant, you can proceed with the final layout and art work. Be sure, however, that it is ready when promised. Otherwise, you may lose your place in line and embarrass both yourself and the lithographer.



**4. USE THE FULL CAPACITY OF THE OFFSET PRESS.** One of offset's big advantages is that it allows you to use the full capacity of the press—with practically no additional cost for plates. Appreciable savings are often effected by gang runs, or by running an additional smaller folder along with the larger piece. But this, too, requires planning and calls for a decision during the initial stages.

There's nothing mysterious about offset lithography. Just as with any other mass reproduction process, offset requires clean, intelligently prepared copy—regardless of whether you are buying ruled form work or a handsome brochure. The successful buyer is one who recognizes this fact. He places his work with a supplier whose experience, equipment and personnel best qualify him to produce a given job. Further than that, he is wise enough to see to it that the lithographer has enough time to do the job well—and that he makes a legitimate profit. For a brief presentation of the values of offset lithography, write for a copy of “Why Offset Lithography Is On The March”.

**HARRIS-SEYBOLD COMPANY**

*Harris Offset Presses • Cleveland 5, Ohio*



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# It's Not the Copy—It's the Approach

POSSIBLE ADVICE FOR DIRECT ADVERTISING COPYWRITING

By JOE R. SCHOENINGER,  
*Director, Plans and Copy,*  
*The E. F. Schmidt Company,*  
*Milwaukee, Wisconsin*

**W**RITING good radio commercials is an art of word *sounds*. Writing good space advertising is a science of word *salesmanship*. Writing good direct advertising is the specialty of copy *approach*.

Basically, direct advertising has the same job to do as the other media: if it doesn't sell something it isn't worth a hoot. But what a difference! Time and space have to sell broadly—reaching idiots and Phi Betes, Republicans and Democrats, 8-year olds and their grandfathers—in the same breath or the same page. Direct advertising, if it is direct (and well directed), goes to either the idiot or the Phi Bete—but not to both. If you're selling air travel, you don't have to waste words on confirmed sailors. If you're assigned an automotive specialty account, your brainchild won't go to people who ride bikes.

There's another fundamental difference: radio selling, outdoor advertising, and even space have to get their message over fast. Chances are the reader won't return to it. On the other hand, much of direct advertising is actually kept for reference—sometimes for years. That means the copy has to stand closer and more frequent inspection.

Granted you can key your pitch directly to a prospect, without waste circulation, and granted he may keep it on file for a while, what about copy? Or, as I'd rather put it, what about the copy *approach*? The paragraph of 8-point text that tells how

big, how heavy, how much and how it works is important, of course; but it's the last part to fill in—usually the cold facts that must be included, but which can be submitted by the head engineer and then edited for interest. It's the copy *approach* that counts. I can't suggest an infallible method for reaching that approach. But I can give two vague hints that may help:

First, surround yourself with every ounce of information about the problem: what are the direct and indirect objectives of the piece you're to work on? To whom—*exactly*—will it be sent or given? What are the advantages of the product or service? Disadvantages? What will it do *for the reader*—not for the president of the company that makes it?

Second, what one single *idea* can you glean from your mass of facts which is more interesting, more convincing, than any other? Once you've uncovered that answer, the rest of your job will fall right into line. You've got to have it—the basic idea that can be built around, for example, a service angle or an engineering feature—some fact which probably escaped you the first fifty times you looked for it. This is the all-important approach. Without it, no amount of top-drawer layout and artwork will put your client's message across effectively. (“Copywriting” is really a misnomer for the direct advertising creative man: his value in any campaign is his ability to come up with the right *planning*; it's like insurance to protect the investment of art and plates and printing and binding. I believe that the planning is just about the most important part of the entire job.)

This second factor, the approach,

must meet several requirements, both from a physical and psychological angle. The major theme should be adaptable to outstanding illustration. You can imagine why so many art directors are behind bars for murdering copywriters who gave them inanimate types of headlines like “It's Here!” And, in addition to being convincingly credible, and adaptable to illustration, your basic approach should be so fundamental that every spread in your booklet or brochure, every sub-head in your broadside, every small diagram or photo—all of them can strengthen and reiterate that one idea.

Direct advertising, it seems to me, offers more challenges to copy people than any other media does because of the formidable variety of the assignments. *Variety of format* includes everything that is printed promotion, from broadsides and blotters to giant displays, including letterheads, brochures, folders, calendars, catalogs, employee books, house publications, annual reports, etc. Further, the *variety of accounts* is almost incredible. And finally, there's a *variety of types of writing*: technical data to engineers, consumer copy, dealer copy, high school copy, style copy—even copy slanted to those rare characters that work on the *other side of the bar*.

To sum it up, there's no formula to success in writing direct advertising. It's mostly a question of surrounding the problem so thoroughly that one idea pops up worthy of being a base for text, layout, illustrations, and all the other elements and ingredients necessary. If you're lucky, you'll get some good ideas. That's direct advertising. Easy? No. Stimulating? *Yes!*

*Reporter's Note:* Our friend Joe Schoeninger originally wrote this article for *The Torch*, magazine of the Milwaukee Advertising Club. Later he reprinted it in a Schmidt mailing piece. It contains good advice . . . and we pass it along in slightly digested form.

# Direct Advertising IS The Agencies' Business

By JULIAN P. BRODIE

Eleven years ago, at a business banquet, I was seated next to the president of one of America's largest advertising agencies. Shop talk led us to the subject of direct advertising, a field in which my own agency has been active for over twenty years.

This agency executive freely admitted that his agency went to any length to avoid producing the printed and mailed material his clients needed; as a matter of fact, it was the house policy of his company to pass the buck back to the client whenever the subject came up on the grounds that the client "knew better what he required" and could produce it "more intelligently" than could his agency.

## Typical Reasons For Avoiding

The real reason, he explained, was that direct mail was "too much of a specialty" and put the agency on the spot to produce pay-out returns from its efforts. This responsibility, he went on, no big agency cared to assume.

This, of course, was tantamount to admitting that he did not feel similarly obliged to show results from the millions of dollars worth of advertising he was currently turning out every year for newspapers, magazines, radio, outdoor, car-cards, etc.

*Reporter's Note:* We don't often reprint items from the DMAA Members Bulletin . . . but here is one written by Julian P. Brodie, Green-Brodie (Advertising), New York City which should get wider circulation. There has been a lot of talk about the Advertising Agencies' attitude toward Direct Mail. This should help to clarify the situation. In the meantime, THE REPORTER is making a serious effort to find out what the large Agencies are doing about Direct Mail and Direct Advertising. Now that it's a billion dollar medium . . . there's bound to be more activity in the Agency field. We'll have more interesting reports soon.

I found the implication shocking. Apparently, he did not.

## Some Say Too Risky

He went on to explain the other hazards of undertaking direct mail advertising for his clients. When his agency sent a set of four color plates to the Saturday Evening Post, for example, it was through with that job. It had no worries about "the list" because the subscribers were secured by the magazine and were an audience measurable in size and quality.

He had no worry about paper stock or about the plates being printed well. He had no concern about trimming and binding; about inserting, mailing or class of postage to be used. Best of all, he had no worries about results as, in most cases, his advertising for national accounts was on a broad scale and he could rest comfortably cushioned by service reports that his ads were stopping people, getting read, etc.

"It would be suicide," he said, "to risk a \$4,000,000 account every time we put a \$5,000 folder in the hands of some printer. You know how unreliable printers can be and how many things can go wrong. The income from these little jobs is too

trivial to be worth taking the chance of irritating the client and, perhaps, losing the account."

Our agency feels this attitude is wrong, very wrong. Direct advertising, according to DMAA figures, is the most important single advertising medium in terms of client expenditure. Moreover, it is the most universally used of media.

Almost every advertiser uses printed promotion to advantage. It seems to us that no conscientious advertising agency can or does evade its responsibility to serve clients in this field simply because the field is more challenging and hence treacherous. We have found the rewards commensurate with the risks.

Properly used, direct advertising is certainly one of our most effective mediums. By taking the trouble to study the medium and explore its many opportunities, we find we can produce certain results that are otherwise unattainable (and that makes us heroes to our clients!). And being extra careful, we have avoided the production pitfalls that seem to have frightened off our friend.

## Complete Package Best

Most of all, perhaps, we have thereby been enabled to offer clients a well-rounded program, utilizing direct advertising whenever it is indicated that direct advertising is the best medium to use. We have further been enabled to integrate the direct advertising with the other phases of the client's campaigning and not set him adrift to fumble and experiment on his own.

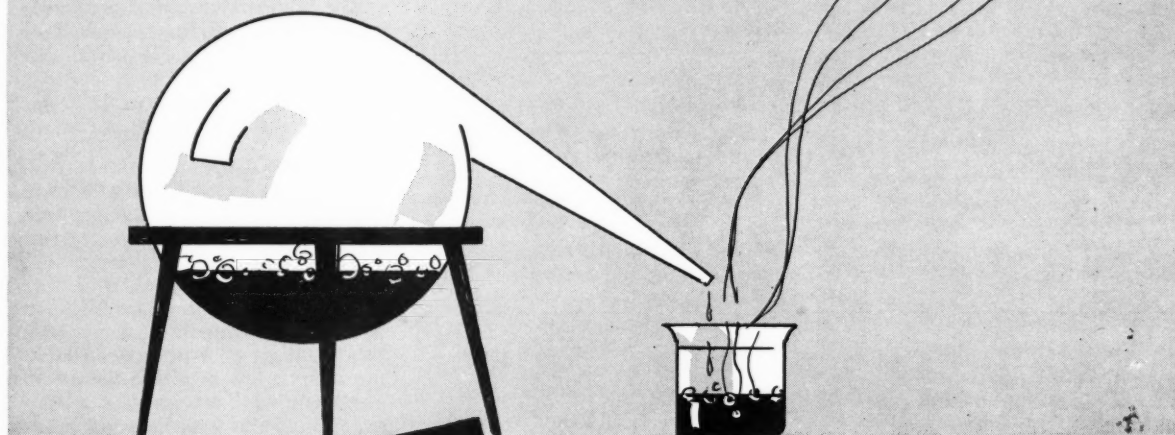
We think direct advertising is a more complicated medium than any other. But that's all the more reason for thinking that it is part of the agency's job!

► A CORRESPONDENCE COURSE in public relations is being offered to its employees by the New York Central System. Series of lessons cover background of railroading and give advice on how to get along with people. "Examinations" are included frequently.

► TWENTIETH ANNIVERSARY Expansion. International Printing Ink Division of Interchemical Corporation, more familiarly known as IPI, will build a new 158,000 square foot plant in Elizabeth, New Jersey. Three production units now operating in the New York City area will be consolidated in the new plant.

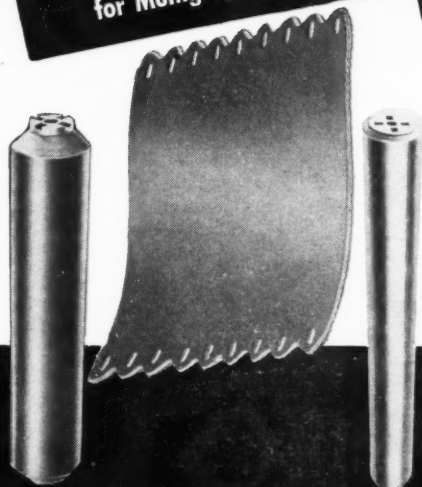


# A CHEMICAL MIRACLE!



**MERCURY-GRAPH ROLLERS**  
for Multigraph duplicating machines

**MERCURY-LITH PROCESS AND BLANKETS**  
for Multigraph printing machines



**Remarkable new coatings help  
these rollers and blankets to  
out-perform anything you have  
ever tried.**

Out of our laboratory comes a chemical miracle in the manufacture of rollers and blankets! Revolutionary new coatings now available on Mercury accessories provide extra mileage and amazingly superior reproduction. For jobs with "that professional look", use Mercury-Graph Rollers and Mercury-Lith Rollers and Blankets.

**RAPID ROLLER CO.**

Federal at 26th  
Chicago, Illinois

D. M. Rapport  
President

# A Cure For Copycat-itis

By IRVING LEVY

*Reporter's Note:* We received many letters and phone calls as a result of the feature article in January issue. It must have been timely . . . since it struck so many responsive notes. Among the best letters was one from Irving Levy, formerly with Harry Latz Organization and now on his own as a creator of out-of-the-ordinary Direct Mail pieces. We asked Irving Levy to elaborate on his original letter. Here is the revised

copy. His closing point should go into every Direct Mailer's scrapbook.

Your lead article for January—"What's (Wrong With) Ahead For Direct Mail" hit, split and fit current conditions in the field of mail promotion.

It hit at the crux of the trouble, "copycat-itis" . . . it split the blame and placed it squarely between producer and creator . . . it fit those

individuals who substituted a lack of talent with formula furbelows.

Yes, typical examples of direct mail leave much to be desired. But lest this sound like an indictment of the mail field alone, you might have indicated that other media or methods of commercial dissemination have similar organic complaints.

You call it *copycat-itis*, which it is. But the more expensive talent in the "professional" brackets of advertising call it "Trends."

A single panel cartoon meets with high readership. The result prompts a rash of imitators. Pardon, I mean it creates a "Trend."

The imitators use this "new" technique, whether it fits a product or problem or not. Too often, with disastrous results.

## More Trends

The same applies to comic strips. Strips are basically the most effective method of copy treatment. But have you ever studied those cartoon strips in the Sunday comic sections?

They would be ridiculous if they weren't so ridiculous. Since Lifebuoy introduced the popularity angle with "B.O.," about 80% of strip advertising shows a boy or girl in the throes of tragedy, until a toothpaste or soap restores them to normalcy.

The writers of such copy are paid big dough to create this stuff. So don't blame the writer of a little letter too much for a similar lapse into "copycat-itis."

Just call those "second-color paragraphs, those questioning introductions" you write about . . . a "Trend."

"Trend" covers a multitude of sins. What about radio?

At the risk of treading on able Mr. Kinter's territory, have you ever heard anything quite as inane as the repetitious treatment of corny copy themes?

It's a "Trend."

Which doesn't lessen, I admit, the points you print in regard to mail.

A waste basket survey might be more enlightening than all the professional inquiries ever conceived.

The similarity of content, approach and treatment is truly appalling. The lack of creative ingenuity, merchandising and understanding suggests certainly, the need for improvement.

A publisher friend of mine who started with one trade paper three years ago, and today owns a stable of four very successful trade sheets



**USE FORMS THAT CAN**  
*"take it!"*

—forms that stay clear and legible—that won't crack up under continued use. Ask your printer about this first requisite for business forms. He's an expert. And he'll tell you why "Rising is right for the job!"

**Rising Bond**

- ✓ 25% rag
- ✓ white and 5 colors
- ✓ envelopes in 6 sizes
- ✓ 4 weights
- ✓ excellent printing surface for engraving, lithography, gravure or letterpress

**WHEN YOU WANT TO KNOW . . . GO TO AN EXPERT!**

**Rising Papers**

**ASK YOUR PRINTER . . . HE KNOWS PAPER!**

Rising Paper Company, Housatonic, Mass.

greeted me with a spluttered oath—"#\$%&¼%!!" "If I get another letter of solicitation" he literally bellowed, "warning me that 'the days of easy selling are past, and that I need realize the importance of . . .', I'll twist the arm of my secretary until she learns to dump such stuff in the basket!!"

This type of subtle threat, unsubtle condemnation of a recipient's method of doing business and obvious attempt to justify a paragraph to follow is all too common.

This publisher worked like all hell to build his business. There was little he wouldn't do to keep a subscriber or advertiser happy. But he keeps receiving letters telling him—"The time for easy selling, etc."

### It's More Than Coincidence

There is much too much of this type of letter to say "Coincidence". Certainly, it indicates a lack of perception, a poor understanding of human nature, a lazy approach to a problem.

You can almost picture a letter writer receiving the first of such an approach, and adapting it to his own use. Others receive examples and do likewise.

What is the answer? I wish I knew a pat phrase which would simplify the problem.

"Knowing your product, your market and problems, writing as you'd speak, stressing the *you*, or recipient's angle" are just a few of them.

But basically, I'd say that the one angle too seldom mentioned is the most important of all. And if properly treated, includes every other.

That is *psychology*, or the understanding of the human mind. The way people think, react and respond. Not on a professional basis, but in a very simple and effective manner.

### Basically Unsound

I was called in by one of the largest Messenger Services in the country. They wanted a letter to go to former users of their service who, for one reason or another, had switched to another service.

I was shown a letter written by a "professional" to combat this problem.

In substance, the letter I was shown almost *complained* about the lack of perspicacity shown in switching serv-

(Continued on Next Page)

# Improved Hammermill Bond

... now better than you've  
ever seen it before



**TAKES CLEAN ERASING.** Try it. See how quickly, cleanly, neatly you erase on today's improved Hammermill Bond. No retyping of whole letters because of one mistake. Saves time. Avoids waste.



**WHITEST HAMMERMILL BOND...** compare it with any other all-purpose office paper... see how much brighter, clearer this snow-white paper is... and that it's the whitest Hammermill Bond ever produced.



**MORE UNIFORM QUALITY.** You'll see how improvements in papermaking bring greater uniformity and dependability to make it the best Hammermill Bond in the 36 years it has served American businessmen.



**FEEL THE DIFFERENCE...** feel the firm sturdiness of this improved Hammermill Bond that makes it stand up in the mail and in your files. It's easy to convince yourself. Just send coupon for new free sample book.

### Mail coupon for FREE sample book now...

Contains samples of improved Hammermill Bond in wide range of pleasing colors...the brighter, purer white in five substance weights...and matching envelopes.



LOOK FOR THE  WATERMARK...IT IS HAMMERMILL'S WORD OF HONOR TO THE PUBLIC

# HAMMERMILL BOND

Companion papers for office use include  
Hammermill Mimeo-Bond and Hammermill Duplicator

Hammermill Paper Company, 1621 East Lake Road, Erie, Pennsylvania  
Please send me—FREE—the sample book showing the improved Hammermill Bond.

Name \_\_\_\_\_ Position \_\_\_\_\_  
(Please attach to, or write on, your business letterhead)

R-AP



ices. "We are the largest", the letter claimed, "We were the first". It almost whined.

The "clinker" we are told to have in every letter, the "prompt to action" paragraph contained this: "If you'll use our service again, we will give you \$1.00 credit, after you've used 20 calls."

The letter was written in correct English, with proper punctuation. It contained the line (Attention Henry Hoke) in red, etc.

But basically, it was unsound. The results proved it so.

The folks receiving this letter had at one time used this messenger service. When they switched accounts, it was for a reason. A very concrete reason certainly.

### Study Dissatisfactions

Dissatisfaction of one kind or another would seemingly be indicated. Hence the claims to "Size etc." meant nothing. Maybe it was this very size which meant a lack of personal attention.

Further analysis, or understanding of typical procedure would have disclosed that this type of service would be ordered (or discontinued) by either an office manager, a mailroom attendant or a switchboard operator in the larger establishments. The boss himself in a smaller organization.

An offer of \$1.00 in credit to an employee would mean nothing, particularly if this employee switched accounts for a reason which left him with a bad taste in the mouth. An offer of \$1.00 to a boss or executive of a smaller firm certainly suggests a legitimate type of bribe. And when weighed against a reason for leaving, promises nothing of a constructive

nature in the way of improved or increased service.

How to get this prospect back?

With a promise of greater efficiency, increased scope of facilities and closer attention to detail.

But those promises are not enough. The guy (or gal) is probably still mad. Still remembers the reason for leaving.

In a case like this, *you* take the blame, but with a technique as warm as a handshake. Humor!

The letter I speak of is reproduced on page 19 of Feb. issue. Results were more than gratifying. One man wrote in and paraphrased the Calvert ads—"Mr. Smith has switched back to . . ."

Others were just as friendly. Many replied in the humorous vein.

As a result of this piece, we created a series of 16 mailing cards to be sent to a general list over a 12 month period. The thinking behind the campaign went something like this:

Messenger service is a fulfillment of a need, but not so exclusive nor so exciting that a mailed promotion will prompt instant action. You must prove its advantages in time, effort and monetary savings, true. But *consistency* is the secret of any success with this type of promotion.

### The Perfect Mailing

The need is to have a mailing which will be around when the recipient (1) has a need; (2) is dissatisfied with present source of supply; (3) finds his own messengers insufficient for needs; (4) expands or re-aligns company service.

Obviously, the perfect mailing would be a piece a day for every day in the year. But just as obviously, this would be impossible. And it might be irritating.

So we planned a mailing a month, with four extra pieces used as a secondary mailing to certain highly competitive sections.

I suggested cartoons, because they are friendly and arresting (and confidentially, because I draw 'em).

We hit on a theme for cartoon situations which answered and fulfilled our most perplexing question—"How to fill in the days between mailings?"

The cartoons were based on readily recognized situations in every business organization—featured people, places and problems which both tied in with Messenger service and humanized its many advantages.

As we hoped, these cards were saved, shown around, hung on mail room walls, over telephone switchboards and under glass topped desks. They hit a responsive chord, fulfilled their function of providing information, created a friendly basis between sender and receiver . . . and lasted in many cases, from mailing to mailing.

### Look Into A Mirror

There was no third-sense used in the creation of these mailings. It was just a matter of looking into a mirror, and asking certain obvious questions.

"Why would I leave a service?"

"What would make *me* change my mind and return?"

"How would I like most to be approached?"

"What would *my* reaction to a mailing like this most likely be?"

Yes, if you're human, you have a similarity of reactions with the rest of your fellow men. And your most important tool of advertising and promotion should be a . . . mirror!!

PIONEER • MOSS INC  
PHOTO - ENGRAVERS SINCE 1872  
460 W. 34TH ST., N.Y.C. MEDALLION 3-0440





## GOOD ARGUMENT FOR FINE PRINTING

Don Molitor, Director of Sales for Edward Stern and Company, Incorporated, Sixth and Cherry Streets, Philadelphia 6, Pennsylvania recently mailed a form letter which made a lot of sense. It started like this:

Dear Mr. Fill-in:

Do you want your Direct Mail to stand out, in the pile on the reader's desk, like an insert in a magazine?

Magazine inserts are more effective than ordinary magazine ads because of their contrast with the rest of the publication. The insert printer, with more time and better materials at his disposal, provides better printing than most publications can offer. The result is more effective advertising.

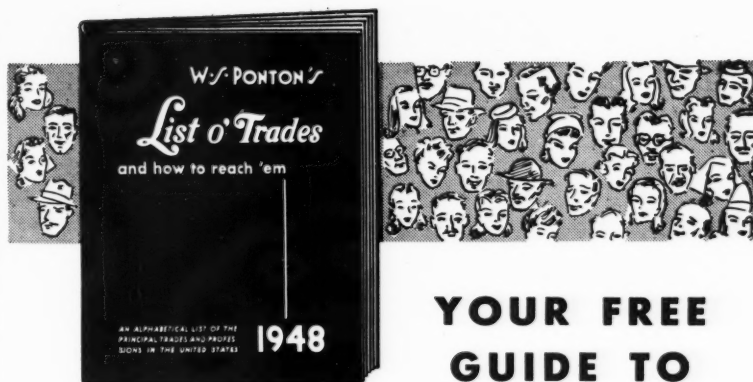
The same thing is true of catalogs, brochures, folders and booklets.

If the quality of the printing is noticeably better than that of the promotion with which it competes, it will attract more attention and do a better job.

From there on the letter effectively talked about fine printing by Stern.

But the clincher was the P.S. which introduced two sample inserts (attached) . . . printed by a so-called "Optak" process which gives a 3 color effect with only two colors. The samples were super excellent. They did stand out. They made the letter convincing.

► **HARRY PORTER TELLS US** that final arrangements have been completed for the production of another Harris-Seybold motion picture in sound and full color. The new promotional film will deal with copy preparation for offset lithography and will be beamed directly at advertising agencies, advertisers, and others who are charged with the responsibility of purchasing printing. If the new film is as good as "How to Make a Good Impression" it will certainly make an impression. Since its premier at the National Association of Photo-Lithographers Convention late in 1946, "How to Make a Good Impression" has been shown more than 600 times to approximately 55,000 buyers of printing. Fuller & Smith & Ross, Inc., Patheoscope Productions, and Bob Niederhauser, Harris-Seybold advertising manager, are co-operating on the production of the new picture.



**YOUR FREE  
GUIDE TO**

## MILLIONS of LIVE PROSPECTS

The most complete Mailing List Catalog ever published — the mail advertiser's **master guide to buyers** — that's PONTON's "**LIST O' TRADES.**" The 1948 Edition gives in alphabetic order approximate counts and costs on more than **12,000 lists** of the principal business and professional classifications in the U.S. A few of the up-to-the-minute **rated lists** are:

Agricultural Implements, Retail . . . . .	22,006	Five, Ten to \$1 and Variety Stores, Independent . .	10,820
Army & Navy Stores, Retail	1,492	Department Store Buyers, individual's names	15 classifications
Breweries . . . . .	569	Gift Shops, Retail . . . .	3,515
Chain Stores, Main Buying Offices (3 or more stores) by type of chain	2,840	Hardware Retailers . . . .	22,739
Chiropodists . . . . .	2,840	Hardware Wholesalers . .	1,743
Clothiers and Men's Furnishings . . . . .	27,361	Hotels (100 Rooms and up)	3,678
Clothing Stores, Retail, Men's and Boys . . . . .	20,267	Jewelry Retailers . . . . .	21,283
Daily Newspapers, Editors or Publishers' names included . . . . .	1,757	Ladies Ready-to-wear, Retail . . . . .	28,611
Department Stores . . . .	4,649	Liquor Listings . . by type of outlet	
Electrical Household Appliance Retailers . . . .	27,639	Osteopaths . . . . .	11,262
		Sporting Goods Retailers . .	3,855
		Physicians, gen'l. and specialists . . . . .	129,808

**ABOVE LISTS AVAILABLE IMMEDIATELY IN ANY  
FORM FROM CONSTANTLY REVISED STENCILS •  
RATED LISTS GUARANTEED 98% DELIVERABLE •  
LATIN AMERICAN LISTS A SPECIALTY • 63 YEAR  
REPUTATION FOR SPEED, ACCURACY, HONESTY,  
SERVICE!**

**Write or Wire Dept. 1 For Your "List O' Trades"**

COMPLETE  
MAILING  
AND  
ADDRESSING  
FACILITIES

**W. S. PONTON** inc.  
Lists  
 AT THE HEAD OF THE

EST. 1885  
AGENTS  
IN ALL THE  
PRINCIPAL  
CITIES

**635 Avenue of the Americas, New York 11, N. Y.**

*"The advertising business has waited many long years for something to take the guesswork out of two-color reproduction. This is it and it's wonderful!"*

PAUL SMITH, Art Director, D'Arcy Adv. Co., Inc.

**At  
Last!**

# The Duo-Color Guide

**A New and Amazing Color Guide That Enables You—  
Before You Order—To See, To Select and To Specify  
EXACTLY**

**The Two-Color Reproduction Effect You Want! ! !**

Now, for the first time, comes the solution to the two-color engraving dilemma. Here, in 100 pages, are 4200 different combinations of a color with black or a color with another color. Completely eliminates guesswork! You see instantly the graded tonal variations that are practical (and true to your original concept) when a color is combined with black or with a second color.

The variations are arrived at by a mathematical scaling of screens ranging from 15% of color with 15% of black (or second color) to solid color with 90% of black (or second color). The screen combinations are in the form of rectangular patches, below each of which is printed the percentages of color used. The practical printing shades of all color families

are shown! A single-patch viewing window is provided so that you may mask out the surrounding patches to concentrate your vision on the combination under consideration. Also, there's a transparent plastic disk imprinted in black type and white type which enables you to predetermine how the tones selected will accept black or reverse type.

All you have to do is *select* the desired tone and *specify* the indicated percentages of each of the two colors which have been combined.

**THIS IS A MUST FOR EVERY ARTIST,  
ADVERTISING MANAGER, ART DIRECTOR,  
PRODUCTION MANAGER, PRINTER,  
ENGRAVER AND LITHOGRAPHER  
IN THE GRAPHIC ARTS INDUSTRY!**

**Here are just a few uses for the DUO-COLOR GUIDE:**

When the colors you want are predetermined, all possibilities of tone combinations are graphically represented in the 42 screen patches. The percentages clearly indicate how to specify the result desired.

When the colors you want are open to selection, reference to the various color families

will enable you to select the exact effect you desire as well as the necessary inks.

When you want to tint key halftone reproductions with a Ben Day of a second color, the ranges of tone can be observed at a glance by checking the horizontal columns for percentages of color tint.

**THE FAIREST OFFER YOU EVER READ!  
SEND COUPON TODAY!**

GRAPHIC PUBLISHING CO., INC.  
Graphic Building  
22 Bond Street, New York 12, N. Y.

DM4-1

I'd like to inspect the DUO-COLOR GUIDE. Send it to me for a ten-day free trial. If you don't hear from me in 10 days that means I like it. Just bill me for \$35.

NAME \_\_\_\_\_

FIRM NAME \_\_\_\_\_

STREET \_\_\_\_\_

If you work with two-color reproductions, you need this amazing guide. It will pay for itself by eliminating costly engraving and printing mistakes and wasteful delays. Best of all, you're assured of handsome jobs and better reproduction every time! Order your copy to day. Ten-day free trial!

Write or phone:

GRAPHIC PUBLISHING CO., INC.  
Graphic Building

## PRODUCTION MANAGER

"You don't have to cross your fingers any more for two-color reproduction from black-and-white copy. The DUO-COLOR GUIDE is a positive instrument in keeping costs down and for satisfactory results!"

RICHARD MATHEIS, PM  
Fuller & Smith & Ross, Inc.

## ENGRAVER

"A natural for the guidance of platemakers... a must for art directors, production men, printers. You choose from what you see; you get what you choose, saving the costs of experimental provings and disappointments."

W. A. COLE, Mng. Dir.  
Photo-Eng. Bd. of Trade

## PRINTER

"The DUO-COLOR GUIDE can pay for itself in one use. With this helpful book, it is not necessary to pull expensive press proofs to show in advance what the finished job will look like—you can see it at a glance!"

HARRY WOLFE, VP  
Davis, Delaney, Inc.

- Better two-color reproduction!
- No more costly engraving and printing mistakes!
- Eliminates wasteful delays!

- A practical working tool for everyone in the Graphic Arts!



2/3  
Actual  
Size  
(Page  
Size  
11" x 14")

100 Pages—4200 Different Combinations!  
76 Pages of Color and Black Combinations!  
24 Pages of Color and Second Color Combinations!



## Strictly Mail Order

**Reporter's Note:** This department of THE REPORTER is reserved for the views and news of the mail order people . . . the men and women who use the mails to get immediate orders.

BEST & COMPANY, 5th Avenue at 51st Street, New York, are using mail order tactics with a punch. Their 1948 catalog of spring and summer fashions is a 6"x9", 64 page plus cover job with every inside page perforated into four equal sections. On front of each section (running crosswise on page) is illustration of garment offered. Underneath a clear, short description and price. On reverse side . . . an order blank. The catalog, therefore, carries 256 individual items, with 256 separate order forms.

All made possible by simple addition of perforating. Inside pages of cover carry instructions about ordering by mail. Good merchandising.

Julian Brodie of Green-Brodie, Incorporated (Advertising Agency) New York City, tells us we can quote him.

"We find this year's returns from both Direct Mail and Mail Order up nicely. How does that tally with other reports you hear?"

A lot of people have commented favorably on recent TIME mailing in window envelop with air mail return card partly visible . . . printed on special certificate stock with IBM control punching. Looked very important and money-ish. The two page (25th Anniversary) letter from F. D. Pratt was jovial . . . and good, as usual.

Brentano's (New York) put a lot into one envelope. Recent mailing contained:

1. A 28 page 3¼"x6" booklet catalogue "Book Parade"
2. A 10½"x13½" single sheet circular advertising a dictionary
3. A double post card promoting Farley's story
4. A 5"x6½" four page folder announcing U.S. Camera for 1948
5. And 2 separate post card order forms.

All in a 6¾" envelope.

### Important Memo To Circulation Managers

Better dig in and study the possible effect of "crew selling" on your mailing promotions. Do you know what's going on? We are getting lots of nasty reports.

Field or crew selling of subscriptions is, of course, legitimate . . . but there have been plenty of abuses in the past. Those abuses are creeping back.

A housewife reports that a pugnacious "veteran" tried to whine her into a group subscription plan (big magazines). When she refused . . . he berated her loudly (before guests) for being indifferent to those who went out to fight for her. (She had three sons in the service.)

A roistering subscription crew in the men's room on a Pennsylvania train drunkenly boasted how they were catching the suckers. Not very pleasant to ears of listening business men.

A crippled and neurotic youngster approached a home owner with a nervous tale of his efforts to become "district sales manager" if he could sell so many subscriptions to a group of big time magazines. Had a letter

## Rental Mailing Lists on Plates

USE THE RENTAL MAILING LISTS ON PLATES DESCRIBED BELOW TO REACH NEW MARKETS QUICKLY AND AT LOW COST

Empty envelopes addressed and returned to approved mailers on a no-copy one-time-use basis. Prices quoted include royalty and addressing of your easily fed average size empty envelopes, cards, or light mailing pieces; and one-way delivery in Midtown Manhattan. Add \$1. per M on tests of less than 5000, or oversize, or bulky pieces. Facilities available for addressing stuffed mail, addressing any size self-mailers, furnishing-Dick mailerstrip; multigraphing, imprinting, folding, inserting, mailing under first, second, third or fourth class mail.



### LAWYERS NATIONAL MAILING LIST of MEMBERS of the BAR

Just Revised, Postal Unit Numbers Included.  
40,000 Selected Attorneys. \$10.00 per M  
165,000 Lawyers. Complete List. \$7.50 per M.

### 40,000 "INDUSTRIAL RESEARCH" MAGAZINE CIRCULATION LIST

A Monthly Survey of Exclusive Profit-Economy Discoveries from the Laboratories of Invention-Research **\$10.00 per M**

This publication has a controlled circulation selected from firms in the metal, plastics, mining, lumber, wood working, construction material, public utility and railroad fields.

### EDUCATIONAL FIELD NAMES:

Non-Competitive offers only, subject to approval of list owner or leading textbook publisher.

### 350,000 SELECTED EDUCATORS AND EDUCATION EXECUTIVES:

School Officials, Superintendents, Professors, Principals, Teachers, etc. Elementary School Teachers **\$12.50 per M**  
and low income groups not included.

### COLLEGE TEACHERS

55,000 College Teachers: all subjects	\$12.50 per M
14,000 Social Sciences Teachers	15.00 per M
14,000 Language Teachers	15.00 per M
13,000 Science Teachers	15.00 per M

### HIGH SCHOOL TEACHERS

200,000 H. S. Teachers: all subjects	\$12.50 per M
40,000 English Teachers	15.00 per M
39,000 Social Studies Teachers	15.00 per M
35,000 Science Teachers	15.00 per M
28,000 Mathematics Teachers	15.00 per M
25,000 Business Education Teachers	15.00 per M
23,000 Music Teachers	15.00 per M
10,000 Modern Language Teachers	15.00 per M
9,000 Home Economics Teachers	15.00 per M



## GLOBE ORGANIZATION Inc.

GRAND CENTRAL PALACE BUILDING  
480 LEXINGTON AVE., at 46th St., New York 17 Plaza 3-7938  
SPECIALISTS IN AUTOMATIC ADDRESSING SERVICE USING POLLARD-  
ALLING ADDRESSOGRAPH, AND OTHER STENCIL SYSTEMS



emphasizing that he was a "polio" victim. Selling subscriptions on sympathy.

Lately, some fraternities have undertaken phoney sounding campaigns to get new furniture, radios, etc., for "the house" by selling group subscriptions to the old grads.

There are plenty of other stories. They don't make nice reading. Watch the classified ads any morning and you'll find glowing offers to join subscription crews. Some may be good. Some are definitely bad.

Reputable magazines should regard some of the methods now being used as much out of character as the old patent medicine advertisement they threw out of their advertising pages years ago.

What has this got to do with Direct Mail? Plenty. The shady tactics used by some "field crews" . . . are hurting the returns from businesslike mailed appeals. The woman who has been browbeaten by a phoney veteran appeal isn't in a very receptive mood when she gets *your* next letter. The business man who has heard the inside dope on field crews in the men's room won't be much impressed by *your* next letter.

It's time for the circulation men to get together . . . to curb a racket which will eventually cause many headaches and decrease mail returns. There would be many red faces if THE REPORTER published *case histories* with the names of magazines involved. It's time for a clean-up. Your mailing lists will shrink in value if you continue to allow "field crews" to insult the feelings of your prospects and customers. Don't take our word for it. Go out in the field . . . and check.

(Note To Other REPORTER Readers: If you or members of your family experience a case of "forced" subscription selling by field crews . . . send us the details.)

A recent mailing from New Process Company, Warren, Pennsylvania contained short message from John L. Blair on a yellow "Office Telegram" sheet . . . with ten Business Reply Card order forms enclosed. Each card in two colors, and jammed to the

APRIL 1948



what's  
your pet  
lithographic  
"peeve"?

HAYNES LITHOGRAPH CO.—  
surveyed Buyers of Lithography  
throughout the U. S. A. — these  
buyers answered with questions  
involving their pet "peeves" about  
Lithographic "know-how"—Haynes  
now answers their questions in  
a series of comprehensive color  
brochures—off the presses soon.

*This* coupon will bring you the answers,  
too—in Haynes full color series of  
answers to Lithographic "Know-How."  
Ready for release soon. Make sure  
copies come to your desk.

HAYNES LITHOGRAPH CO. INC.  
1140 East West Highway  
Silver Spring, Md.

I'd like to find the answers to my pet "litho peeves."  
Put me on your list to receive these brochures, on release.

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_


POSITION \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**save  
time  
and  
money  
with**



**Sheppard**   
house organ service  
SHEPPARD ENVELOPE COMPANY  
One Envelope Terrace, Worcester 4, Mass.  
N. Y. Office: 25 East 26th St., N. Y. 10, N. Y.  
Phone: Murray Hill 3-8160-61

*extra*

## SOURCE

We would like the opportunity to prove how your mailing list can be put to work . . . for you.

**WILLA MADDERN**  
MAILING LIST BROKER  
215 Fourth Ave., New York 3, N. Y.  
GRamercy 3-3440

John Blair isn't what could be termed extravagant . . . so post cards must be working for him.

There are myths and legends about letters—beliefs that are proved fallacious by scientific tests and long experience. Here are a few of the most important letter myths which are costing users money or robbing them of results:

—That first class postage is more result-ful than third class (it sometimes gets poorer returns, and hardly ever gets enough more to pay the additional cost).

—That people won't read a long letter (make it as short as you can, but write *about the reader* and he'll read it to any length).

--That 500 or 1,000 letters make a valid test (for an inquiry mailing that gets ten percent you need at least 3,500).

—That grammar should be correct even if awkward (the thing that rings the bell is folk language and a homely, picturesque style).

—That the individually typewritten name and address improves reception (these days is gone forever).

—That letters mailed to home addresses are more effective (tests don't confirm it).

—That an easily tossed off letter is likely to beat a laboriously constructed one (result getters are almost always the ones over which you've labored and sweat and torn your hair, and then written over again).

—That the reader is interested in your ideas, your company, your plans (his mind is fixed on himself forever, amen).

—That people accept what you tell them or believe what they see in print (prove it, or bring in the word of a third party).

sion? Suppose it's a high quality, high priced offer? Then what?

We can show specific cases where first class letters were the only medium to use. We can show figures to prove that in certain cases 3500 is not a valid test. Some letters have to be mailed to the home; some of the best letters have been spontaneous. It's so easy to be dogmatic about Direct Mail. And it's so easy to get into a rut of thinking. Direct Mail is fascinating because "situations" change nearly all rules.

Several months ago, we mentioned the post card campaign of Gourmet

## OUR DECEMBER SPECIAL

### For those who love Unusual Olives

Here they are—**Unusual Olives**—just like those much sought after, so delicious, flavored olives we used to import from France before the war. They are unparelled and packed in their original flavor.

But there's more! Right in the heart of New York City is the home of a man who is the only one of his kind in the United States. He is a man who has spent his life in the olive business and he knows just what olives are good for. He has a special way of preparing olives that is different from any other. He uses only the finest olives and he prepares them in a way that makes them not only healthy but also delicious. He has a special way of preparing olives that is different from any other. He uses only the finest olives and he prepares them in a way that makes them not only healthy but also delicious.

You'll find them packed in their original flavor. They will actually rave by you, when you taste them. You'll find them packed in their original flavor. They will actually rave by you, when you taste them.

Don't "buy" on tantalizing talk. Try them with the assurance of a man who has spent his life in the olive business. You'll find them packed in their original flavor. They will actually rave by you, when you taste them.

**Packed in the TEN TANK FLAVORS**

1 GARBIC Flavor, 7½ oz. tin	\$7.25 per doz.
1 MCGOFF Flavor, 7½ oz. tin	7.25 per doz.
1 CURRY Flavor, 7½ oz. tin	7.25 per doz.
1 CUBBY Flavor, 7½ oz. tin	7.25 per doz.
1 PLAIN, 7½ oz. tin	7.25 per doz.

**Special "Self-Acquired" Combination**

1 Doz. tin of each of the above lists **\$74.25\***

\*Add 7½% per tin for (shipments over 600 miles from N. Y. C. To order, merely telephone or write to GORMET DELICACIES, 11 East 47th Street, New York 17, N. Y. Delivery and packing charges extra. Quantities less than one dozen may be ordered. Delivery and packing charges extra. Quantities less than one dozen may be ordered. Delivery and packing charges extra. Quantities less than one dozen may be ordered.

## GORMET DELICACIES, Inc.

Box 1192, 11 East 47th Street, New York 17, N. Y.

Delicacies, Inc. Here's a reproduction of one of their cards. Lots of type. Working well.

Speaking of the "Copycat-itis Trend" in mail order promotion, a REPORTER reader sent us two letters he received in one day's mail. One came from the United States Stationery Co., 487 Broadway, New York 13, N. Y. It started:

Dear Sir:—

Within the next few days, I am going to send you one of the finest, useful and most convenient pieces of office equipment that has already proved indispensable to a great many users from coast to coast.

Here is an opportunity to have a 2 drawer letter size filing cabinet that will provide the utmost in efficiency and economy.

The second came from the Glidewell Company, 1020 South Wabash Avenue, Chicago 5, Illinois. It started:

Dear Friend:—

In the next few days we are going to send you THE FINEST WRITING INSTRUMENT IN THE WORLD. The newest—the smoothest—the easiest writing PEN you have ever used.

You'll experience a thrill in writing that will actually amaze you. The velvety touch—the even flow—whether you write fast or slow—the instant performance the moment you touch the paper—the magic of writing thousands and thousands of words practically effortless—will astound you. We are sure you will agree that this is THE MIRACLE PEN!

Both went into raptures over their respective products. Both, of course, wound up by asking for a signature on the approval order card.

As we've said before . . . maybe this style of letter worked for Bob Collier or whoever else started it. But they are sure getting to be a pain in the neck when picked up by amateurs after being promoted as Tested Sales Letters or something.

And we aren't the only people alarmed. Here's what Hubert S. Foster says about it in the latest issue of Better Impressions, deluxe house magazine of The Mead Sales Company, 230 Park Avenue, New York 17, N. Y.

*"Sincerely yours"*

*"I am sending you, with my compliments . . ." Thus begins letter after letter, selling everything from artichokes to zithers and from airbrushes to zinc ointment. Reading on, we find that all we need do in exchange for these compliments is to fill in the card or sign the order blank, and pay later. This snare is so common that it presumably works. We're sorry about this. We don't like to see sales letters grovel for attention with the hypocrisy of a medicine man . . . and we wonder what the postal authorities are up to in permitting such intellectual insults to sign off, as they invariably do: "Sincerely yours."*

With the trend toward copycat-itis "getting worse and worse . . . the mail order experts are really going to be forced to do some serious original thinking.

Another copycat-itis trend is worth noticing. It's getting tiresome. Starting the Direct Mail piece "Now you really have to start selling" or "It's time to start selling." Everybody is singing the same tune. Especially space peddlers for the magazines. It is not a good sizzle.

APRIL 1948



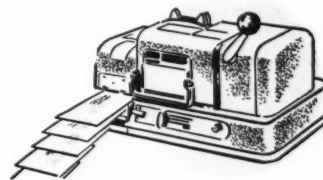
## Prints on envelope



## stamp, date, postmark,



## seals flap same time!



## PITNEY-BOWES Postage Meter



. . . displaces the old-fashioned, unsanitary, adhesive stamp, and stamp sticking . . . provides any amount of postage needed, as needed, for any kind of office mail, including parcel post . . . protects postage from loss or damage . . . keeps its own records of postage used . . .

## Why be without one?



. . . a great convenience in any office . . . speeds up your mailing, saves time—and overtime . . . Metered Mail, already cancelled and postmarked, spends less time in the postoffice, gets on its way faster . . . And there's a postage meter for every office, large or small!

## Call any PB office!

. . . and find out how a postage meter can more than pay its way in your office . . . Or write direct to Stamford for an illustrated booklet!

PITNEY-BOWES, Inc., 2041 Pacific St., Stamford, Conn.  
Originators of the Postage meter . . . world's largest manufacturer of mailing machines . . . 68 offices in the United States and Canada.



*Playing*

## POST OFFICE

By: EDWARD N. MAYER, JR.

Wednesday March 24th was a clear and beautiful spring day in Washington. But there wasn't anything spring-like in the recommendations for increased postal rates that Postmaster General Jesse M. Donaldson submitted to the House Post Office and Civil Service Committee that morning. Even though the Postmaster General included in his letter of transmittal the statement that "since it is generally recognized that the postal establishment is largely a service institution, this fact should receive due consideration in fixing rates," he didn't retreat an inch from his earlier statement that: "I believe the postage or fees for handling any class of mail matter should be sufficient to pay the cost of handling, or at least as much as the traffic will bear without diminishing the volume".

And the "tip-off" on all of his recommendations is probably contained in the last part of that quotation. Just how much of the cost "the traffic will bear without diminishing the volume" is open to a great deal of question. It is our opinion that the proposed rates will definitely cut volume to a point where even the increased rates will not bring in the same amount of money collected today.

However we're not going to bore

you with either a long list of proposed rates or a long list of reasons why they will defeat the very purpose for which they have been recommended. Copies of the complete recommendations are available from either the Post Office Department or the office of the Hon. Edward Rees' Chairman of the House Post Office and Civil Service Committee. As far as business mail users are concerned however, the proposed new rates would: (1) double the cost of the penny postal card as well as the private mailing card; (2) increase the cost of parcel post from the present rate of 8¢ to 16¢ a pound up to 15¢ to 25¢ a pound; (3) practically double the postage costs of books and catalogs; (4) increase the cost of Special Delivery, Money Order, Postal Notes, Insurance, Registry and C.O.D. services anywhere from 50% to almost double; (5) change the rates on third class as follows: (a) Ordinary Circular Mailing increased from 1½¢ for each 2 ounces to 2¢ for each 2 ounce; (b) Bulk Rates for Circular Mailings increased from 12¢ per pound with a minimum of 1¢ per piece, to 16¢ per pound with a minimum of 1½¢ per piece; (c) Ordinary Booklet and Catalog Mailings increased from 1¢ for

each 2 ounce to 1½¢ for each 2 ounce; (d) Bulk Rates for Booklet and Catalog Mailings increased from 8¢ per pound with a minimum of 1¢ per piece to 10¢ per pound with a minimum of 1½¢ per piece; (e) Initiate a new rate of a minimum of 3¢ each for articles similar to mailing tubes and other odd size pieces.

So there they be—you'll note that the 1948 recommendations aren't much different (just a little higher) than the ones contained in HR 3519 which was voted out by Mr. Rees' Committee last spring but is still bottled up in the Rules Committee. Just what's going to happen is still a matter of conjecture. The general opinion in Washington seems to be that the bill (HR 3519) may be revised and reported out to the House for debate. There are even some people who believe it will pass the House and go on to the Senate for consideration. But the majority opinion still remains that because of the large amount of work that Congress has on hand, and because of the various Post Office investigations being carried on, and because this is, as we all know so well, an election year, and finally because Congress wants to adjourn by mid-June, it seems highly likely that no final action on Postal Rates will be taken at this session.

Nevertheless, we don't know what's going to happen — and we don't believe anyone else can be absolutely sure either. We recommend that you study the proposals of the P.M.G.—and if you have an opinion (either in favor or opposed) express it to the members of the House Committee. As for ourselves we'll keep our eyes and ears open—and report to you any new developments.

Maybe all of the complaints you've been sending to Washington about poor Postal Service are finally bearing fruit. The POSTAL BULLETIN of March 2 is entirely made up of an open letter from the Postmaster General to the rank and file of the Department throughout the country, pointing out that all concerned "have a grave responsibility to the people of this country to keep the mails moving quickly and on schedule at all times." The Statement points out that, "Notwithstanding the use of machinery, conveyors, and other timesaving devices, efficient mail

## 6 PRODUCTIVE LISTS

GUARANTEED  
100% Accurate

3c Refund for  
Every Nixie

**Industrial  
List Bureau**

45 ASTOR PLACE

- 20 M Horticultors
- 35 M Business & Professional Women
- 12 M Flora & Fauna Collectors
- 30 M Music Lovers
- 12 M Negroes in Business
- 235 M Industrial Scientists

FREE catalogue of other productive lists

GRamercy 7-5169

NEW YORK 3, N. Y.

#2 IN  
A SERIES  
OF TEN



# Vari-Typer

## writes with PRINT-STYLE TYPE

### in over 300 attractive styles and sizes

Vari-Typer\* looks like a typewriter, is easily operated by a typist. But it uses *instantly-changeable type* that can give your forms and bulletins the appearance of printed matter at a cost so low it's hard to believe.



\*Reg. U.S. Pat. Off.  
and foreign countries  
Marca Registrada  
Marque Deposee

**LARGE TYPE FOR HEADLINES**  
**Book and News Types for fine Appearance**  
***Italics* OR BOLD FACE FOR EMPHASIS**

CONDENSED TYPE FOR FORMS AND STATISTICS

ψαζ"σεεδχρρωτγβ"ηνυθμικ,ολ.π~

And Type for Any Language

### GIVES A PRINTED APPEARANCE to office stencil and offset duplication

Vari-Typed stencils or master copy are automatically spaced . . . with both margins squared . . . clean and sharp . . . *ready to be run off the same day* in any duplicating, offset, hectograph, blueprint or photostat machine. *Average savings in cost are tremendous, sometimes as high as 80 percent!* Write today for Booklet No. R 12 or demonstration. RALPH C. COXHEAD CORP., 333 Ave. of Americas, New York 14, N. Y.

service is, and always will be, dependent on the devotion to duty and the skill of our vast army of postal workers." It continues to say, "Let us get our houses, large and small, in order and then let us all put our shoulders to the wheel so that the mails will get in and out on time. Do first things first, which in the Postal Service means:

"(1) Work first-class and daily papers for dispatch on the first available train or airplane and for delivery on the first available trip.

(2) Work all other classes of mail in the order received and keep it moving. Eliminate congestion and delay in post offices and railway mail service terminals.

(3) Make frequent checks on the handling of mail by transportation agencies and take prompt steps to eliminate all delays.

(4) Check collection and delivery schedules frequently to insure proper flow of the mail and expeditious service. Keep these collections and delivery trips on schedule."

Not satisfied with this, on March 16th the Postal Bulletin contained the following instructions to postmasters at first and second class offices:

"In order that postmasters may be in a

position to carry out the order of the Postmaster General published in the Postal Bulletin of March 2, 1948, the following instructions and authorizations are issued:

"It is important that all letter mail and daily papers be distributed promptly for dispatch on the next train or other means of surface transportation.

"Air mail, of course, should be dispatched by the next available airplane. In a similar manner all mail received a reasonable time prior to the leaving time of carriers on their first trip should be distributed for delivery on that trip.

"Postmasters should submit immediately recommendations for the filling of vacancies through the promotion to regular or classified substitute clerical employees to the extent such employees are available. If an increase in the quota of regular employees is necessary in order to eliminate or reduce to a minimum the use of temporary employees the postmaster should recommend the promotion to regular of the necessary number of classified substitute clerks that are employed 8 hours within 10 for 5 days a week, exercising good judgment to see that the office is not overmanned with regular employees. *Postmasters are authorized without prior authority from the Department to rearrange schedules in any manner necessary to accomplish the expeditious delivery and dispatch of mail as directed herein.*

"In carrying out this program post-

masters should take the required steps and advise the Department as to the additional funds that may be necessary for both the current and the June quarters. The Department does not favor the use of overtime but expects that postmasters will use good judgment in expending the funds authorized for this purpose as it is realized that in some instances it is more economical to use overtime than utilize substitutes."

This looks like real action—but we'll keep our fingers crossed until we see the results.

Those of you who are stamp collectors and haven't been receiving regular notices from the Post Office about new issues of stamps should read and remember the following paragraph from a recent Postal Bulletin:

"The practice of maintaining a mailing list and advising stamp collectors in advance of each new postage stamp issue has been discontinued. In lieu of the individual mailed announcements, postmasters are instructed to post conspicuously on the bulletin board in the lobby, the Postal Bulletin notice of each new issue. Postmasters should also advise the local newspaper of each new issue, as most newspapers consider the information as of news value."

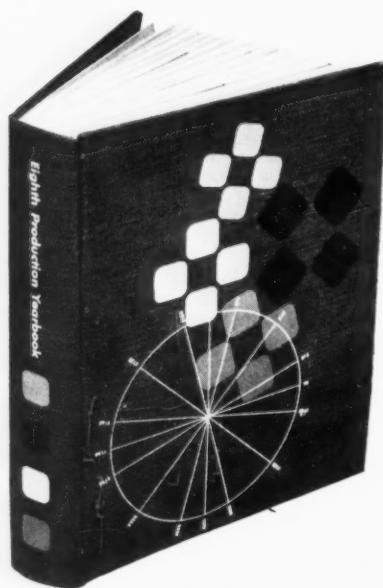
## IT'S GLAMOROUS GLORIOUS AND SOFORTH!

A new age of color in every form of printing is heralded by the Eighth Graphic Arts Production Yearbook, published by Colton Press, Inc., 468 Fourth Avenue, New York 16, N. Y. (Another name for Leo Joachim who also publishes N. Y. Printing News.)

The latest edition of the Yearbook covers all the important developments of 1947-1948 in the graphic arts field.

The cover was designed to symbolize one of the dominant themes of the volume—color and the amazing possibilities that have been opened up by recent advances in technique.

Each spot of color on the cover represents, symbolically, an enlarged halftone dot. They are reproduced in the four basic colors of the four-color process printing—red, black, yellow and blue.



The color theme, emphasized by the color, continues through the volume with the end leaves of red process color and the various divisional index pages also carrying out this same theme with red, blue and yellow.

But color is only a small part of an encyclopedic 700 pages with 900 illus-

trations. The Yearbook is a pageant of the graphic arts.

1. Basic articles and charts by 300 authorities in letterpress, lithography, gravure, photo-gelatin printing, etc.

2. Details of all the latest developments in each field.

3. Tables and "gadgets" intended to save the time of the busy production executive in the graphic arts field.

More than 10,000 subjects or items are covered in the Yearbook. Publisher Joachim and managing editor Edward M. Gottschall had the active cooperation of more than 300 leading graphic arts experts in the preparation of the material.

THE REPORTER is glad to endorse this book without any ifs, ands or buts. It's a must for anyone who wants the latest information on production at his fingertips. Copies of the limited edition are priced at \$15.00. And worth it.

## OLD CUSTOMERS GET ATTENTION

Out around Jackson Heights, New York, neighborhood families were well pleased with a letter mailed by Mr. J. Marshall Nutting, Jackson Furniture, Inc., Roosevelt Ave. & 79th St. Two numbered tickets were enclosed. One with "Guest" overprinted in red. The letter is worth passing along.

Dear Friend:

Please save next Wednesday evening, March 3, for an important event. On that night we are holding a special sale for our Old Customers only.

WEDNESDAY, MARCH 3, 6 TO 10 P.M.  
IS OLD CUSTOMER'S NIGHT  
AT JACKSON'S

On that night, and that night only, you may purchase anything in our store at a 10% discount. You get 10% off on anything you buy regardless of the amount, whether you buy for cash or on convenient budget terms.

Remember this event is for Old Customers only. No one will be admitted to the store without a ticket. Your ticket is enclosed. It will admit you and your family and entitles you to a chance on valuable door prizes (see below).

One guest ticket is also enclosed. You may give it to anyone you wish. But

please do not ask for more. Only one guest can be permitted to each Old Customer.

REMEMBER the date: Wed., March 3,  
6 P. M. to 10 P. M.

REMEMBER the saving: 10% discount

REMEMBER: To bring your ticket

Yours very truly,

And in a bordered box at bottom of letterhead.

VALUABLE DOOR PRIZES FREE!

Your admission ticket entitles you to a chance on three valuable door prizes:

1. Fine mahogany cellorette, value \$89.95
2. Pair of figurines, value \$44.95
3. Table lamp, value \$29.95

Drawing will be held at 9:30 P. M.

An "old customer night" is a good idea for retailers. And old customer promotion is a good idea for any business. Too many businesses are constantly campaigning for new customers, forgetting those they already have. The customer record is the most valuable asset of nearly every business. But often neglected.

Since preparing above item . . . we talked with Mr. C. Shaeffer, Advertising Manager for the Jackson Heights Store. Was letter successful? "Terrific . . . too successful", says Mr. Shaeffer. He has used idea before at other stores. First time about 1934 in Chicago. This time, he had to work with a hastily and newly compiled list. Had 6,700 names on it, but only about 4,000 effective since original source was ancient. More than 600 people jammed the store for the customer's night. Clerks couldn't take care of them. It was estimated that more than 10% of those actually getting letters used their tickets. Not bad, we'd say.

## LETTER REFORMS MAKING PROGRESS

Secretaries and stenographers of the Westinghouse Electric Corporation have adopted a streamlined letter-writing style recommended by the company's Office Methods Division.

Straight-line typing, with fewer carriage returns and positionings, and

A black and white lithograph of a woodpecker perched on a tree trunk. The woodpecker is facing left, with its head slightly turned. It has a dark cap, a white throat, and a dark back with white wing patches. The tree trunk is textured with vertical lines. Behind the bird is a large, bright white circle. In the upper right corner, there are dark, stylized leaves.

FULL COLOR  
STANDS OUT!

*Lithography*  
by  
**STECHER-TRAUNG**



*Yes,*  
**FULL COLOR  
STANDS OUT!**

Your advertising material needs FULL Color to do the job you need to do in this critical year. The dramatic sparkle of FULL Color—its selling power—its prestige-building qualities—all add up to a dynamic sales tool that really sells! Ask Stecher-Traung how you can have FULL Color literature—folders, booklets, mailing pieces, broadsides—at mass production economy—through its exclusive FULL Color “Gang Run” Process, or in special runs, if you prefer.

*Specialists  
in Full Color*

**ADVERTISING MATERIAL**

**LABELS   BOX WRAPS   GREETING CARDS**

**SEED PACKETS   FOLDING BOXES**

**MERCHANDISE CARDS AND ENVELOPES**

**STECHE-TRAUNG**  
**LITHOGRAPH CORPORATION**

Rochester 7, New York • San Francisco 11, California

**BRANCH OFFICES** Baltimore, Boston, Chicago, Columbus,  
Harlingen, Los Angeles, Macon, New York, Oakland,  
Portland, Sacramento, St. Louis, Seattle



elimination of needless titles and detailed addresses on internal correspondence is the basic idea of the new system. A sample letter typed in the revised style required one less sheet of paper, 136 fewer keystrokes and 10 fewer carriage returns and positionings than the same letter typed on the old correspondence form.

Previous correspondence forms of the company followed the standard pattern, placing the date, origin and subject at the top right. It was customary to locate at the top left the complete address, name, title and department of the addressee.

With the new style letterhead, the typist writes the addressee's location, department and name all in one line. At the end of that line she puts the date. After typing the entire letter in block style, the typist adds the correct mailing address of the man sending the letter, as concisely as possible.

H. A. Perkins, Forms Engineer, who sponsored the new set-up estimates that his company handles some 10 million pieces of internal correspondence a year.

## RADAR FINDS NEW CIVILIAN USE

An application of radar is being used at the Minneapolis plant of Associated Activities, Inc., processors of premium and contest mail for national advertisers such as General Mills, Pillsbury Mills, International



Milling Company and many others whose box top plus coin premium rates run into the millions.

Coins accidentally discarded with waste mail and box tops are detected electronically and blown by compressed air into a small container from which they are readily salvaged.

Although sufficiently versatile to register all metallic objects, including pins, staples and paper clips, the machine is adjustable to permit only the detection of coins varying in size and metal content from a dime to a dollar.

This machine will be exhibited to the public for the first time at the Chicago premium show, April 12th through 15th, Hotel Sherman, Chicago.

## SPEAKING OF INSINCERITY . . .

As we did in our January article, here's a hot example.

A Buffalo Display Manufacturer, specializing in "black light" sent a rambling two page form letter to advertising agencies. The letter offered to sell all the tricks learned in 3 years of experimenting and supply a three or four day in-the-office personal instruction course for a modest fee of \$500.00. The offer was limited to one agency in each city.

The last paragraph "clincher" read:

"One advertising agency in your city is going to buy it. We have written to five of the largest. To us, it doesn't matter which one buys it—to you, it does for the one that does will out-class the others and be one big jump ahead. The first favorable reply gets attention. More information on request."

What's the catch? The Agency which sent us the sample is located in a town where there is only one other agency. Both the Swink and Maish Organizations are trying to discover their three new competitors in thriving Marion, Ohio. If one of them should get the black light secret, Howard and Jay will be sunk.

See what we mean? Your letters must be sincere. And . . . never try to sell "an exclusive" without analyzing the market and without a personal letter. Form letters just won't do.

## BEST LETTERHEAD OF THE MONTH

For years and years, we've been trying to find in America a letterhead which could match the superlative work produced by Kenrick & Jefferson, Limited, 22 St. Andrew Street, London, E.C. 4, England in the years before the war. Blind and high embossing; combinations of gravure,



letterpress and engraving; unusual combinations of colors. Printers told us the Englishmen took more care and time . . . couldn't get the price here, etc.

But this month, we found a letterhead to compete with all letterheads. We'll try to get the photographer to show you how it looks . . . but that will probably be inadequate. It was produced for the newest of Wisconsin's year 'round vacation spots . . . the Northernaire Hotel and Spa at Three Lakes by Wetzel Brothers (creative printers and lithographers), Milwaukee 2, Wisconsin under the supervision of the Hotel's agency, Mathisson and Associates, Inc. of Milwaukee.

The word "Northernaire" is a clean-cut, clear-cut job of die-cutting. Certainly appropriate in the design. There is exacting register in the three-color offset lithography. The depth embossing of the Northernaire crest and the blind circular embossing around it adds the last glamorizing touch.

(Continued on Page 36)

## MAILING LISTS

Physicians, Dentists, Osteopaths, Nurses, Chiropractors, Chiropractists, Veterinarians, Hospitals, Drug Stores.

- Accuracy guaranteed.
- Low cost addressing.
- Write for counts and prices.
- 72-hour service.
- Clean address imprints.

Fisher-Stevens Service, Inc.  
345 Hudson Street  
New York 14, N. Y.

### The MASON MAILMASTER..



No Wrapping—No Tying,  
65 sizes—1,000,000 boxes in  
stock for immediate delivery.  
—Send for Catalogue.

THE  
**Mason**  
BOX COMPANY

Main Office      New York Office  
Attleboro Falls, Mass.      175 Fifth Ave.  
Factories: Attleboro Falls and Taunton, Mass.

MANUFACTURERS OF A COMPLETE LINE  
OF SET-UP BOXES

# One Advertising Man to Another

GEORGE KINTER'S MONTHLY LETTER EXPRESSING  
ONE MAN'S OPINION

Draw up a chair, Henry, and I will order the ingredients for a toast. It will be "bottoms up" to Elon G. Borton, president of the Advertising Federation of America, who has, apparently, learned from students in our high schools some of the things this old Bellyacher has learned from neighbors, friends, patrons of barber shops and a large percentage of the few ordinary business people with whom he comes in contact.

It seems that quite a few of the students who entered the AFA Essay Contest on Advertising last year are not only a bit critical of much current advertising but share this man's opinion that it is harmful to advertising as a whole.

In talking to the Advertising Club of Omaha,\* recently, Mr. Borton gave the following quotes from some of the essays:

"Advertisers may either continue, for the most part, to cram gaudy, retouched versions of their meal ticket holder's products down the throat of a gullible public, or else they can start an all new, entirely different form of campaign called 'Truth in Advertising'."

"Sooner or later, John Q. Public and family are going to begin to kick instead of merely growl at the juvenile ad copy and the inane commercials that they are being subjected to so unremittingly."

Mr. Borton followed these quotes with:

"Obviously these comments are not my statements. They are more significant and more important than that. They are quotations from essays written by High School students on the subject 'What Advertising Can Mean to the Future of America.'\*\*\* While it was made clear that students could write their real sentiments for or against advertising, we can assume that they wrote as favorably as possible."

But the one that gave Mr. Borton pause for thought was:

"Before long there should be laws made whereby all advertising must pass through

\*Reporter's Note: Elon Borton is making practically the same talk before many advertising clubs throughout the country, more power to him.

government offices for a stamp of approval. The advertising should be compared with the product and if the two matched, the advertising should be allowed to circulate."

Mr. Borton pointed out that these statements are from future leaders—the young men and women who will be voters, legislators, shapers of public opinion, 5, 10, or 15 years from now, and he wondered aloud what is going to happen to advertising when they grow up. He believes that the attitudes of these youngsters are often a reflection of the thinking of their parents, their teachers and their neighbors, as every survey shows that a sizeable portion of the public distrusts advertising, resents many of its practices and thinks that it should be curbed or abolished. He doesn't blame the misunderstanding of advertising on "misguided" educators, the radicals, the "huckster" authors who write novels about it, nor the legislators who try to control it by law. He blames it on "we who work with and through advertising" \* \* \* because we let a very small minority of our number, through carelessness or intent, abuse and distort the great power of advertising."

While Mr. Borton names no names of those who are using advertising that is giving a bad taste in the mouth of the public, he points to superlatives and competitive claims that tag them, such as, "More doctors smoke Blank cigarette than any other cigarette," and "Doctors prove the Blank plan brings 2 out of 3 a lovelier skin in just 14 days." (Thanks, Mr. Borton, for not omitting that one, which Palm-Olive-Peet continues to use regardless of the FCT's cease and desist order.)

In speaking of radio commercials, Mr. Borton said:

"I have never agreed with some who point to radio as a prime offender in harmful advertising. On the whole, I believe that this precocious youngster—radio—has done a splendid job of keeping itself clean.

THE REPORTER OF DIRECT MAIL ADVERTISING

"There is one theory recently advanced—which should be knocked in the head and ruthlessly buried. That is the claim that radio commercials, to sell goods, must either be very pleasing or excessively irritating—in other words, if you make radio listeners hate your commercials enough, they'll flock to buy your goods. It just doesn't make sense. But even if it did, radio stations and chains should eliminate the irritating commercials. They build up resentment against both radio and advertising."

Mr. Borton said, however, that most of these practices are not entirely chargeable to advertising people and most of them can be explained and defended. But their gross effect is harmful to advertising; advertising is blamed for them by the public.

Mr. Borton expressed the opinion that reform in advertising must come from the agencies and the advertisers. "We," he said, "who originate and control advertising expenditures must realize the damage done to all of us by the few offenders and we must stir them to change."

It must have been a grand talk that Mr. Borton gave the Omaha club, Henry, and had I been there, my applause would undoubtedly have been the loudest and the longest because he voiced so many things that you have put in type for me, and which has earned me the title of "Self-appointed Critic."

This is probably where I should stop, Henry, but Old Devil Memory prods me on. I recall that the AFA, which Mr. Borton heads, launched a campaign to "combat adverse criticism of advertising," and placed the campaign in the hands of one Daune Jones, an agency man who brooks no criticism from those who "lack both technical and economical knowledge of the function of advertising." You may recall these two paragraphs in my piece in your January, 1947 REPORTER:

"A campaign has been launched by the Advertising Federation of America to 'Combat adverse criticism of advertising' and sell it to the public 'as is'. To assure success of the campaign, it has been placed in the hands of Daune Jones, an advocate for a 'School for Advertising Critics,' and who has his own 'arithmetic of advertising.' Agency-man Jones thinks there is 'nothing more point-less—or at times more destructive—than criticism of an established procedure by those who lack both technical and economic knowledge of its function.' He does not believe that 'any person not familiar with the arithmetic of advertising is competent to criticize radio commercials,' which means that the rank and

file of radio listeners should take the commercials as delivered and keep their damn mouths shut.

"Daune and his client, the AFA, are unconcerned over the fact that surveys are showing a steadily growing percentage of the public becoming fed up and disgusted with the type of commercials that are being used. He and his clients are, seemingly, unconcerned over the fact that 45.5% of people surveyed by Brand Names Foundation discount advertising slightly; 28.1% considerably; 15.5% greatly and 9.8% totally. That, according to our arithmetic, leaves 9% that accepts advertising as produced by an 'established procedure'."

I wonder what Daune will think of Mr. Borton's talk? Certainly he cannot dub him as a "Self-appointed Critic," since he was "appointed" to the position he now holds. I am also wondering if Mr. Borton will be permitted to continue his forthright talks on the subject of advertising, or if he will be muzzled by Daune and the other hucksters in the AFA who have "established a practice" that is lining the pockets of their clients at the expense of respect for advertising as a whole.



**New**

*for Quality Copies*

**Send coupon, get FREE**

**3/way\* Plastic PROCEL stencils**

Remington Rand's new 3/way plastic PROCEL stencils give you copies that sparkle with quality and eye-appeal.

**\*NEW...**

... you choose the "write" you like:

- 1. BLACKWRITE**—copies so Stygian black they seem to be printed.
- 2. SHARPWRITE**—copies so sharp they resemble clean-cut lithographing.
- 3. SOFTWRITE**—black copies from intricate stylus work, Noiseless and special typing machines.

PROCEL'S plastic coating gives you undetectable corrections, long, quality runs, and copies of uniform tone. See how PROCEL improves your duplicating.

For 3 free samples to prove PROCEL is best mail coupon now.

**Remington Rand**

DUPLICATOR SUPPLIES DIVISION,  
DEPT. B, BRIDGEPORT 1, CONN.

Send me 3 FREE PROCEL stencils (check one) ☐ Blackwrite ☐ Sharpwrite ☐ Softwrite

NAME \_\_\_\_\_ POS. \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

(PLEASE PRINT)

## Free Calendar with 18 Months?

YES, SIR! That's what you need if you are in the mail order business. You may have yours ABSOLUTELY FREE. We had it made for your special needs. Its features are:

- Covers the 18 month period from January 1948 through June 1949, completing your mail order year.
- Indicates dates affecting mail order returns.
- Includes the famous "Karl Line of Departure Chart" guiding you to successful seasonal planning.
- Holidays are in red.
- Dates are also numbered consecutively to aid you in watching mailing returns.

To get your free calendar write or call:

**ARTHUR MARTIN KARL**

New York: Chicago:  
25 West 45th St. 127 N. Dearborn  
BRyant 9-1824 FInancial 0788



Fifty years ago with the founding of the greater city of New York, the name of Cupples was ushered into the envelope manufacturing field. . . . Like New York, Cupples has grown up. Today, more than ever before, we are manufacturing smart, distinctively designed envelopes for particular people everywhere . . . .

**S. CUPPLES ENVELOPE CO., INC.**  
360 Furman St., B'klyn 2, N. Y.

(Continued from Page 33)

The envelope is just as striking. The crest with same depth embossing appears on address side slightly to left of center. The Hotel name and address appear in 3 colors on the wide back flap. For a thrill in stationery . . . make some excuse for getting a letter from Northernaire of Three Lakes, Wisconsin.

## ABOUT ZONE NUMBERS AGAIN

**Question:** We are receiving quite a few letters from post offices in various cities starting out "In accordance with the Postal Regulations, requiring the inclusion of the zone number in the address of mail . . ." and going on to ask us to send our list for zoning.

Could you tell me what these letters really mean when they say "The Postal Regulations require the zone number"? I have always understood this was optional with the sender. We always prefer to include the zone number in the address but we have a great many names on plates and stencils and we hesitate to remake these complete lists just for the purpose of including the zone number.

**Our Answer:** The Post Office started the zone system as an experiment during the war to help speed up the mail with inexperienced help. It asked users to cooperate voluntarily.

But the zone system worked. It is here to stay. It is now part of "regulations". They can't fine you for not giving zone numbers, since the public must be educated. But your mail will be slower if you do not follow zone procedure. Your best bet is to get on the bandwagon.

## CURIOSITY

This reporter is always intrigued by the start of a so-called "curiosity campaign" . . . especially when post cards are used. When we received

first card, pictured here, showing knight in armor dangling chains with caption "He's coming your way!" . . .



we marked the card "watch carefully for follow-up."

Soon the second card arrived. Then Hanley Norins (Room 701—401 Broadway, New York 13) let us in on the secret by showing his final folder. He is advertising (and very capably) his free lance art and copy service for overworked advertising managers. Has a stable of other free lancers who have banded together under Norins salesmanship.

If his own use of Direct Mail is any indication . . . Hanley Norins deserves to get business. We are going to ask him to do a few little things for THE REPORTER.

## THE EISENHOWER LETTER

We reproduce the Eisenhower Letter (described in Short Notes) because we think it's a pretty good letter, except for absence of action getter, and because we think the cause is good. It was processed (single line fill-in) on plain monarch size letterhead bearing the simple line Dwight D. Eisenhower with five small red stars above name.

Dear Mr. Fill-in:

The single purpose of this letter is to tell you why my experiences in the war have excited my interest in Brotherhood



Week, sponsored by the National Conference of Christians and Jews.

In its basic philosophy and its waging among nations, war is a renunciation and a denial of human brotherhood. But those who bear its heaviest brunt gain a deep and enduring appreciation of the ties that join them with their fellows. I have seen and marveled at the flawless human unity it has wrought among men whose common denominator was comradeship in the defense of freedom.

In the assembly area before a dawn assault, on the ready line of a forward airfield, there was no thought of a man's antecedents, creed or race. It was enough then that he was an American—that his heart was strong, his spirit willing—that he was big enough to place the cause above himself.

It is in such a spirit of brotherhood that Americans must unite to combat the problems of the peace. Our own tranquillity and continued productiveness can be assured only through harmony and fellowship, and these attributes, faithfully sustained, may well prove our greatest contribution to a civilization paralyzed and wasted by dissension.

Sincerely,

(Signed) Dwight D. Eisenhower

The reply card read:

*National Conference of Christians and Jews*

Dear General Eisenhower:

- ★ I pledge allegiance to this basic ideal of my country—fair play to all.
- ★ I pledge unto my fellow-Americans all of the rights and dignities I desire for myself.
- ★ And to win support for these principles across the land, I join
- ★ THE AMERICAN BROTHERHOOD and herewith subscribe \$.....
- ★ Name .....
- Street .....
- City ..... Zone..... State.....

► THANKS TO THE 23 PERCENT plus of you all who returned cards in our first REPORTER readership survey. We're still struggling with the auditing. But we were sure surprised at the high percentage who take REPORTER home to read, and the unusually large number of readers per copy. Your comments on relative value of articles were extremely helpful—and will guide future issues.

## CAPITALIZING ON A MISTAKE

Tyn Cobb's Florida Press of Orlando, Florida recently mailed a 4" x 9" card to a part of its prospect list. At left side, two lines of type read: "A Nickel To Reimburse You!"—with an actual 5¢ piece attached under scotch tape. Inside a border on rest of card, printed in red ink was this message:

*Is Our Face RED!!!*

You must have been hot as hello Bill if you had to pay postage due on our citrus advertising.

Tyn Cobb of Florida Press sent to the Post Office to have the letter weighed—it required 6c postage—we bought the correct number of stamps—but a new clerk in the office must have gotten so tired licking the stamps, the new Florida stamps being so large, that he only put on one! As soon as we found it out we called the Post Office but it was too late.

We will allow a 1% Discount on any

# PRINTING

... for **EXCELLO** provides  
the "know how" to assist you in organizing  
your art and copy ... determining  
your method of printing ... producing your work  
economically and quickly. Publications,  
catalogs, booklets, direct mail from black  
and white to full color ... Now over one million  
impressions a day.

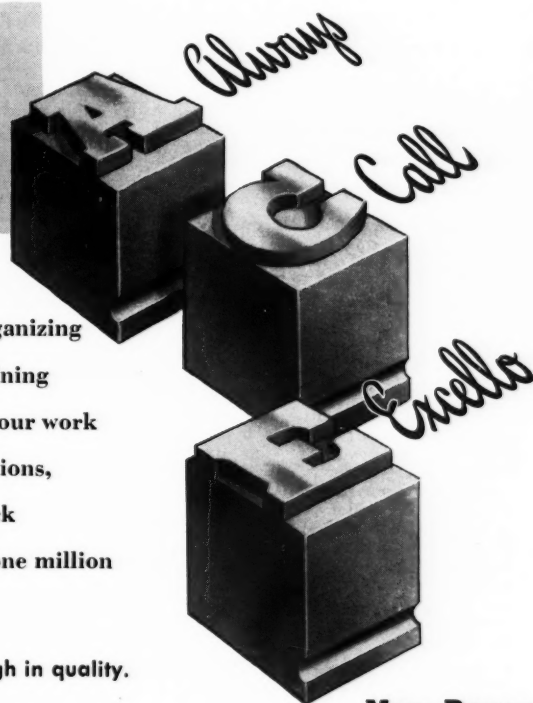
Make your next job



high in quality.

## EXCELLO PRESS INC.

LITHOGRAPHERS • PRINTERS • BINDERS • 400 NO. HOMAN AVENUE, CHICAGO 24, ILLINOIS •



**Van Buren  
8790**

## Memo:

### ALL LIST OWNERS

Do you want to save money on your addressing, as well as cut down on this time-consuming operation?

Then let us put your list on Elliott stencils for only **\$25 per M** and then address from these stencils at just **\$2 per M**.

If you intend to use or rent your list at least **6 times**, then the chart below clearly proves our point—that putting your list on stencils is a **MUST!**

#### our price

NO. TIMES ADDRESSED	ADDRESSING CHARGE			STENCIL & ADDRESSING
	\$6 per M	\$7 per M	\$8 per M	
6	\$36	\$42	\$48	<b>\$:37</b>
9	\$54	\$63	\$72	<b>\$:43</b>
12	\$72	\$84	\$96	<b>\$:49</b>
15	\$90	\$105	\$120	<b>\$:55</b>

**TRADETYPE, Inc.**

24 South Grove St., Freeport, N.Y.  
FREEPORT 5-2431 FREEPORT 5-2432

## What's it gonna take to do BUSINESS?

Intensive competition looms ahead. Selling days are here again! It's gonna take **FRESH IDEAS**—quickly applied, to get the jump. Here's a friendly tip . . . you'll find at least one idea on every page of "SELL", a little 16-page pocket size sales promotion booklet in use for over 17 years by America's top newspapers as a "MUST" promotion. "SELL" digests the best material from over 50 publications. Each paragraph a meaty kernel of selling wisdom. We'll be glad to send you a copy absolutely free . . . and see that you get a desk copy regularly. Your note to the address below will do the trick.

**T. O. White** Editor of SELL  
623 Spring St. N. W. Atlanta 3, Ga.

## ENVELOPES

BEST GRADE 24 lb. WHITE WOVE  
5000 #6 3/4 (3 1/2 x 6 1/2) Printed c/c @ \$2.75/m  
5000 #10 (4 1/2 x 9 1/2) Printed c/c @ \$4.35/m

**ATOMIC ENVELOPE & PRINTING CO.**  
Designers and Printers of Every Type of Envelope  
125 E. 17th St., N.Y. 3, N.Y. GR. 3-7015

folder that you send us, if you will also send the envelope showing you had to pay postage due to read our advertisement. In this way you will profit by our mistake.

*Tyn Cobb's* FLORIDA PRESS Incorporated  
ORLANDO, FLORIDA

Good correcting!

## THE FIVE SENSES

Add **SOUND** to present day direct mail possibilities. First really practical demonstration reached us in March.

Pharmaceutical manufacturers send out "detail men" to explain new products to doctors, dentists, etc. These detail men waste much time waiting for patients to leave.

Norgine Laboratories, Inc., 30 East 20th St., New York have found a happy solution to this old problem.

A 10" x 10" folder is being delivered to the profession. It explains the problem of "time" for explaining new products. It encloses a sample of "Enzypan". Inside a pocket . . . an unbreakable disk record which Doctor can play on his office or home machine when he is free to listen. On one side, for his entertainment, a symphony recording of part of Rachmaninoff's Concerto No. 2. On other side, a technical description of product by a "detail man". Recording is excellent. Doctors interviewed were very much impressed. Certainly shows a definite use of sound in Direct Mail. Any other case histories?

## PROFESSORS DON'T ALWAYS AGREE!

This letter tells an interesting story about a difference of opinion. Bart E. Bryan, Public Relations Director, St. Petersburg Times, St. Petersburg, Florida, writes:

Henry, your talks on the best way to write letters made an indelible impression.

Your appearances at the Advertising Club and Civitan Club were the occasions that gave opportunity to hear your messages.

## INTERNATIONAL NICKEL COMPANY

uses



Write to the  
**REPLY-O PRODUCTS CO.**  
150 WEST 22nd St., NEW YORK 11

# 35,055

**INDUSTRIAL FIRMS**  
EMPLOYING 50 OR MORE

WE WILL ADDRESS ALL OR PART

**\$15.00** PER THOUSAND  
GUARANTEED

INQUIRIES FROM BROKERS INVITED

MAIL ORDER DEPT.

**GARFIELD'S** 15 W. 37th St., N. Y. 18  
LO 4-1800

## MAGIC WORDS

That Sell by Mail

Let us put to work for you certain "magic" words that get maximum orders for meritorious products. We are a fully recognized advertising agency with a staff of top-flight mail order specialists. Established 1926.

**ARTWIL COMPANY, Advertising**  
24-R West 43rd St., New York 19, New York  
Plaza 7-1355

## Advertising Copywriter

Send us a brief resume that shows 1-2 years experience promoting books via mail order—and you've got yourself an interview.

Show us samples of hard-hitting sales letters, circulars and coupon ads—and you've got yourself a top-notch job, starting at \$3,380 with a N.Y.C. book publisher who offers unlimited opportunities. Write Box RDM 457, 113 West 42nd St., New York 18.

## SAWDON SELF-MAILERS

THE 4-IN-1 UNIT FOR EVERY DIRECT MAIL USE

OUTGOING ENVELOPE, SALES LETTER,  
ORDER OR REMITTANCE FORM,  
RETURN ENVELOPE.

DELIVERED PRINTED, FOLDED, AND SEALED;  
READY FOR ADDRESSING.

WRITE FOR SAMPLES AND INFORMATION

**The Sawdon Company, Inc.**  
480 Lexington Ave., New York 17, N.Y.

When talking to Tom Dreier I recounted an experience which occurred in one of my classes in school — believe it was comparable to first year high school. As a matter of fact it was a well known Military Academy from which former Atty. Gen. George Wickersham and former Secy. of State George B. Cortelyou graduated. This teacher taught his students that "P.S." meant "pretty sloppy." You can well imagine my interest upon hearing your statements and explanations as to the value of P.S. messages. It was wonderful!

Tom thought you might be interested in this little story, so I am sending it for what it reveals regarding the old saying, "We live and learn."

With appreciation for the many good ideas learned from you and best wishes,

Cordially,

P.S. (handwritten) Put these on all my letters since approval from you.

*Reporter's Note:* The P.S.'s may appear "pretty sloppy" to the professors, but they surely add an effective personal touch.

## LAWYERS ARE GETTING SCENTS

Here's an interesting report from Mr. W. S. Tuttle of Tuttle Law Print (Specialties for Lawyers), Rutland, Vermont.

"We have read, with interest, your article in the February issue of THE REPORTER entitled 'Fragrance for Selling'.

We have been trying this out on our advertising literature but the scent is not as distinct as we would like to have it. We are now going to try an atomizer to obtain a more distinct odor. We are even putting an odor in some of our printed material (see samples inclosed).

For your information, there are some four or five other people who are making these scents. Their names:

E. I. duPont deNemours & Co., 40 Worth Street, New York 13, N. Y.

Givaudan Delawanna, Inc., 330 W. 42nd Street, New York 18, N. Y.

Magnus, Mabey and Reynard, Inc., 16 Desbrosses Street, New York 13, N. Y.

Van Ameringen-Haebler, Inc., 315 Fourth Avenue, New York 10, N. Y.

Dodge and Olcott, Inc., 180 Varick Street, New York 14, N. Y.

We have tried an odor made by duPont deNemours and Company, and are proposing to follow this up further."

*Reporter's Note:* To the few people who complained about our perfuming experiment, we should explain that "scent" does not necessarily mean "perfume." Some printing inks have a very disagreeable odor. In the Tuttle case . . . they are trying for a distinct "agreeable" odor. The experiments are worth watching.

I was amazed and flabbergasted at the remark written on one of our questionnaire cards by a woman advertising manager. She claimed that THE REPORTER perfuming experiment "nauseated" her so much she refused to read *any part* of that issue. Does she walk out of a restaurant or a social gathering because her sisters are scented? Boy! How some people resent change!

► THE AMERICAN PRINTER for February 1948 (pages 24 and 25) gave good coverage to THE REPORTER's story on Direct Advertising Volume. Reproduced our estimate chart in full. Thanks! And thanks also to Brad Stevens, Editor of Direct Advertising (Quarterly of the Paper Makers Advertising Club) for consistently hammering away at the ridiculously low estimates of Direct Mail Volume.

## HOWDY FOLKS!

Here I am again, the Old Missouri Mail Order Sage, the Gotham Mailing List Wizard (even my competitors admit it and call me a different name). What a man learns young, he doesn't forget. Send for our recommendations. Register your lists with us. Write today for FREE copy of DREY'S MAILING LIST VISITOR.

**WALTER DREY, List Broker** 566 Seventh Ave., New York 18, N. Y.  
International List Bureau Tel LO 5-7537

Member National Council of Mailing List Brokers  
Member Ex. Comm. Hundred Million Club

Formerly: Advertising and Promotion Manager, Magazine of Wall Street; Vice-Pres. and Genl. Manager, B. C. Forbes Publ. Co., Inc. Advertising Director, Scientific American; Home Sales Manager, Remington-Rand (Monarch Typewriter Div.).  
Prior to 1916. Advtg. Mgr. Drey & Kahn (Glass), Director Perry Dame & Co. (Nat'l. Mail Order), Adc. Mgr. Smith & Kaufmann (Textiles), Pres. A. M. Sweed Co. (Agency).

## How to GET INCREASED PROFITS NOW from YOUR MAILING LISTS!

Simply register counts, arrangement, rate for one-time addressing (including 20% brokerage) for non-competing Mailers, and other details by letter TODAY EXCLUSIVELY with

## MAIL ORDER LIST HEADQUARTERS

A special non-stop Sales Campaign to obtain tests and large mailings for you will be planned and carried out by our 12-year-experienced, sizeable Staff. NOW is the time of year to get started to get in on later larger MOSELY REVENUE!

Write Dept. R-3

## MOSELY Selective LIST Service

38 Newbury Street  
Boston 16, Mass., U.S.A.  
Com. 6-3380 - 3381

"MOSELY sends the CHECKS"

When Your Teeth Hurt

Consult Your Dentist



When Your

Art & Production Bills Hurt

Consult The

**Wexton co.**

425 W. 57 St., N. Y. 19  
Plaza 7-7835

layout of

Direct Mail Pieces • House Organs  
Booklets Magazines • Annual Reports  
plus

Charts • Graphs • Pictorial Statistics

We fight high production costs.



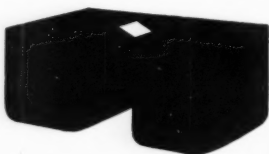
"Dear Sir: Seldom are we able to offer such an amazing value in full-length, red-flannel underwear."

### Are you reaching the right people, FOR YOU?

For your next mail promotion, consider trying a carefully chosen list of the RIGHT people for you . . . not just names, but folks known to be buyers of products or services similar to yours. We can locate such a list for you . . . among over 2,000 privately owned lists registered with us and being added to all the time. They're available on a low-rate rental basis. Tell us what you're selling and we'll make suggestions without obligation.

**D-R SPECIAL LIST BUREAU**  
(DIVISION OF DICKIE-RAYMOND, INC.)  
80 Broad Street Boston 10, Mass.

**LISTS** that follow the straight and narrow path...



Every time a piece of mail advertising goes wrong—to someone not interested in your product...you've wasted money. For lists that are right, that are carefully collected and collated, and pruned regularly...for lists that have no waste names, call Dunhill. The country's biggest users of mail advertising lists, the largest publishers, oil companies, insurance companies, manufacturers, all call on Dunhill for any and every kind of list, domestic or foreign, and in any quantity.

**DUNHILL LIST CO., INC.**

DEPT. R — 565 FIFTH AVE., NEW YORK 17  
PLAZA 3-0833  
Washington office  
1906 M Street N. W. — National 6508

## UNITED FRUIT'S NEW HOUSE MAGAZINE

Welcome to a new house magazine. And what a job! Slightly complicated name is "Unifruitco." Published by United Fruit Company, Pier 3, North River, New York 6, N. Y. Size 8½" x 11". Fifty-six pages. Professional. Glamorous. Well illustrated. Printed in both English and Spanish. More than a year ago, the executive head of United Fruit issued these instructions:

"Set up a house magazine that will make Jose Martinez, Spanish-speaking overseer on our banana plantations in Central America, and Joe Martin, in our New York Freight Booking Office, realize they're on the same team."

The guiding principle was to put the Good Neighbor Policy to work on a practical level, to highlight the relationship of the Americas in terms of their mutual interest in agriculture, economics, archaeology, and the people themselves.

As a first step, Editor Dave Zingg was sent to the Caribbean tropics to get an intensive, first-hand lay of the land. He came to United Fruit with a solid journalistic background, gained on "Stars and Stripes" and "NBC Press". After spending six months in Central America, he returned to New York fully aware of the challenging opportunity that had been presented him—and he is answering it with "Unifruitco," bilingual and international.

UNIFRUITCO is young and frankly experimental. It's on the right track . . . but hope it's not too enthusiastically ambitious. If the first enthusiasm can be maintained, the healthy infant that UNIFRUITCO is today should develop into a solid citizen in Pan-Americanism.

A whispered aside to Editor Zingg: Don't look now . . . but one of your illustrations on front cover is printed upside down. We know how you feel . . . as it happened to THE REPORTER not so long ago. Skip it . . . printers have a lot to worry about these days.

### GOOD AD!

We like the full page 2 color ads of Standard Outdoor Advertising. They point up a formula we've been harping on in THE REPORTER for a long, long time. Here's most recent one. Second color used was blue . . . to strike out unnecessary words. Our advice: best tool of Direct Mail letter or copy writer is a blue pencil. People are busy. Too much to read. Eliminate all useless words. Boil down to

essentials. Use short understandable words. Short sentences, too.

THE TREND, ENTHUSIASTICALLY  
ENDORSED IN ADVERTISING  
BY THOSE WHO HAVE RECOGNIZED  
SERIOUS ADVERTISING COPY  
FOR ITS EFFECTIVENESS  
AND FINISHED, NOW IS  
IMMEDIATELY TOWARD BREVITY.

STANDARD OUTDOOR ADVERTISING INC.  
10 EAST 38TH ST. NEW YORK 16  
QUALITY SERVICE IN LARGE CITIES AND TOWNS



**FREE!** Increase readership of your ads with LIFE-like EYE-CATCHER photos. Used by biggest advertisers. Nothing like them anywhere. 100 new subjects monthly. Low Cost Mat or Glossy Print plan. Write for FREE proofs No. 112. No obligations.

EYE-CATCHERS, Inc.

10 East 38th St.

New York 16

### SAVE 20% ON ELLIOTT STENCILS

We have 120M 9 line white center Manila Elliott Stencils, perfect condition. Price: deduct 20% from reg. Elliott price for quantity bracket. Prepaid.

**FEDERAL IDENTIFICATION CO.**  
1910 Classen, Okla. City, Okla.

**IF**

If this 1" ad attracts you, my idea—copy—art service will attract new markets and higher profits for your company or ad agency.

Hanley Norins  
THE FREE-LANCER  
Rm. 701, 401 B'way  
New York 13

### CAN YOU HELP US WRITE BETTER LETTERS?

Mature woman wanted by national organization to instruct its correspondents in essentials of good business letter writing. Must be free to travel, and diplomatically assist men and women now handling letters to firm's customers. The person sought may have both teaching and business background. Salary open. Write Box 42, The Reporter, 17 E. 42nd St., New York 17, N. Y.



# DIRECT MAIL DIRECTORY

LISTINGS ONE DOLLAR A LINE PER ISSUE, \$10.00 PER YEAR

## ADDRESSING SERVICE

De Groodt and Associates, Inc. .... 8729-78th St., Woodhaven 21, N. Y.  
Garfield's ..... 15 West 37th St., New York 10, N. Y.

## ADDRESSING-TRADE

Shapins Typing Service ..... 68-12 Roosevelt Avenue, Woodside, N. Y.

## ART, COPY & LAYOUT SERVICE

Hanley Norins ..... Rm. 701, 401 Broadway, New York 13, N. Y.  
The Wexton Co. .... 425 West 57th St., New York 19, N. Y.

## BOOKS

Graphic Books, Inc. .... 17 East 42nd St., New York 17, N. Y.

## DIRECT MAIL AGENCIES

D. H. Ahrend Company, Inc. .... 325 East 44th St., New York 17, N. Y.  
Artwil Company ..... 22 West 48th St., New York 19, N. Y.  
Will Burgess and Company ..... 386 Fourth Ave., New York 16, N. Y.  
Duffy & Fabry, Inc. .... 633 N. Water St., Milwaukee 2, Wis.  
Kent Associates, Inc. .... 30 Irving Place, New York 3, N. Y.  
Reply-O Products Company ..... 150 West 22nd St., New York 11, N. Y.  
Philip I. Ross Company ..... 38 East 57th St., New York 22, N. Y.

## DIRECT MAIL TRAINING COURSE

Henry Hoke ..... 17 East 42nd St., New York 17, N. Y.

## DUO-COLOR GUIDE

Graphic Publishing Co., Inc. .... 22 Bond St., New York 12, N. Y.

## ENGRAVERS

Pioneer-Moss, Inc. .... 460 West 34th St., New York 1, N. Y.

## ENVELOPES

Atlanta Envelope Company ..... Post Office Box 1267, Atlanta 1, Ga.  
Atomic Envelope & Printing Co. .... 125 East 17th St., New York 3, N. Y.  
Cupples-Hesse Corp. .... 4175 N. Kingshighway Blvd., St. Louis 15, Mo.  
Samuel Cupples Envelope Co., Inc. .... 360 Furman St., Brooklyn 2, N. Y.  
Curtis 1000, Inc. .... 380 Capital Ave., Hartford 6, Conn.  
The Sawdon Company, Inc. .... 480 Lexington Ave., New York 17, N. Y.  
Sheppard Envelope Company ..... 1 Envelope Terrace, Worcester 4, Mass.  
Tension Envelope Corporation ..... 345 Hudson St., New York 14, N. Y.  
The Wolf Envelope Company ..... 1749-81 E. 22nd St., Cleveland 1, Ohio

## INKS

IPI Division of Interchemical Corp. .... 350 Fifth Ave., New York 1, N. Y.

## LETTERHEADS

Universal Lithographing Co. .... 4309 Diversey Ave., Chicago 11, Ill.

## MAGAZINES

Sell ..... 623 Spring St., N.W., Atlanta 3, Ga.

## MAIL ADDRESSING STICKERS

Eureka Specialty Printing Co. .... Scranton, Pa.

## MAIL ADVERTISING SERVICES

Advertisers Mailing Service ..... 915 Broadway, New York 10, N. Y.  
Graphic Letter Service ..... 62 West 47th St., New York 19, N. Y.  
Kent Associates, Inc. .... 30 Irving Place, New York 3, N. Y.

## MAIL ADVERTISING SERVICES (Cont.)

Tradetype, Inc. .... 24 South Grove St., Freeport, N. Y.  
Woodington Mail Adv. Ser., Inc. .... 240 Suburban Sta. Bldg., Phila. 3, Pa.

## MAILING BOXES & CONTAINERS

The Mason Box Company ..... Attleboro Falls, Mass.

## MAILING LISTS

D-R Special List Bureau ..... 80 Broad St., Boston 10, Mass.  
Walter Drey ..... 566 - 7th Ave., New York 18, N. Y.  
Dunhill List Company ..... 565 Fifth Ave., New York 17, N. Y.  
Fisher-Stevens Service, Inc. .... 345 Hudson St., New York 14, N. Y.  
Globe Organization, Inc. .... 480 Lexington Ave., New York 17, N. Y.  
Industrial List Bureau ..... 45 Astor Place, New York 3, N. Y.  
Arthur Martin Karl ..... 25 West 45th St., New York 19, N. Y.  
Willa Maddern ..... 215 Fourth Ave., New York 3, N. Y.  
J. R. Monty's Turf Fan Lists ..... 201 East 46th St., New York 17, N. Y.  
Mosely Selective List Service ..... 38 Newbury St., Boston 16, Mass.  
W. S. Ponton, Inc. .... 635 Avenue of the Americas, New York 11, N. Y.

## METERED MAIL EQUIPMENT

Pitney-Bowes, Inc. .... Stamford, Connecticut

## OFFSET PLATES & NEGATIVES

American Graphic Service ..... 350 Plane St., Newark 2, N. J.

## PAPER MANUFACTURERS

The Champion Paper & Fibre Company ..... Hamilton, Ohio  
Hammermill Paper Company ..... Erie, Pennsylvania  
International Paper Company ..... 220 East 42nd St., New York 17, N. Y.  
The Mead Corporation ..... 230 Park Ave., New York 17, N. Y.  
Rising Paper Company ..... West Springfield, Mass.

## PHOTOGRAPHS

Eye Catchers, Inc. .... 10 East 38th St., New York 16, N. Y.

## PLATES & STENCILS

Remington Rand, Inc. .... 2 Main St., Bridgeport 1, Conn.

## PRINTERS & LITHOGRAPHERS

Excello Press, Inc. .... 400 No. Homan Ave., Chicago 24, Ill.  
Haynes Lithograph Company, Inc. .... Silver Spring, Maryland  
Stecher-Traung Lithograph Corp. .... 274 N. Goodman St., Rochester 7, N. Y.  
Edward Stern & Co., Inc. .... Sixth & Cherry St., Philadelphia 6, Pa.

## PRINTING EQUIPMENT

Harris Seybold Company ..... 4510 East 71st St., Cleveland 5, Ohio  
Rapid Roller Company ..... Federal at 26th, Chicago, Ill.

## THERMOGRAPHERS

Ahrendt, Inc. .... 333 Sixth Ave., New York 14, N. Y.

## TYPE FACES

American Type Founders Sales Corp. .... Elizabeth, N. J.

## TYPEWRITERS

Vari-Typer ..... 333 Avenue of the Americas, New York 14, N. Y.

## VACATIONS

Happy Acres Vacation Club ..... Middlefield 1, Conn.

## CLASSIFIED ADS

Rates, \$1.00 a line—minimum space, 3 lines. Help and Situation Wanted Ads—50c per line—minimum space 4 lines.

## ADVERTISING AGENCIES

SELL YOUR PRODUCT BY MAIL with pulling direct selling ads in newspapers and magazines. Publishers' rates all publications. Martin Advertising Agency, 15P E. 40th St., New York 16, N. Y. Est. 1923.

## ASST. PRODUCTION MGR.

Boston, Mass.

THOROUGHLY EXPERIENCED at writing copy, servicing accts., and supervising engraving, printing, bookbinding, etc. Position desired vicinity Boston with Direct-Mail House or Sales Promotion Dept. of Industrial Firm. Box 41, *The Reporter*, 17 E. 42nd St., New York 17.

## DIRECT MAIL LETTERS

LETTERS BY GEORGE! Really sell. Cost-plus plan insures better returns. Results guaranteed. Dartnell Better Letter Award winner '47. Geo. Feltner, Box 4207, So. Station, Denver 9, Colorado.

## FOR SALE

5 L. C. SMITH STENCIL CUTTING MACHINES. Series 2030000. Perfect condition. \$150 each. Tradetype, Inc., 24 South Grove St., Freeport, N. Y.

## EQUIPMENT FOR SALE

INSERTING AND SEALING MACHINE. Model 10A. Selects up to four pieces and inserts into and seals envelope, approximately 4,000 per hour. Excellent condition, \$3,500. Old American Insurance Company, 1 West 9th, Kansas City, Missouri.

## MULTIGRAPHING SUPPLIES

RIBBONS, INK AND SUPPLIES for the Multigraph, Dupligraph and Addressograph machines. We specialize in the re-manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

## PHOTO OFFSET PRINTING

FORM LETTERS, CIRCULARS, BUSINESS FORMS. We offer: art, layout, composition, halftone illustration. Complete camera and platemaking facilities. Speedy, dependable service. A B C Press, 350 Plane St., Newark 2, N. J.

## SITUATION WANTED

SUPERVISOR—Multigraph, Mimeograph, Addressograph Depts. 2 yrs. own letter shop. 30 yrs. exp. Age 44. B. Feinstein, 326-73rd St., North Bergen, N. J.

## VARITYPING

LAUDER BROS. Day and Night Service. Walker 5-7931. 171 Bowery, New York 2, N. Y.

## WANTED

KEY BOARD COMPOTYPE MACHINE. Quote price, condition and model. Address: P. O. Box 1306, Nashville, Tenn.

## INKS

## BLACK MIMEOGRAPH INK

### 10M ONE-POUND CANS HIGHEST QUALITY INK

Mfrd. by Howard Flint. Packed 48 cans to carton. 50¢ a pound in carton lots f. o. b. N. Y. C.

Send \$1 for Sample Can to

ARCO PUB. CO., INC.

480 Lexington Ave., N. Y. 17 EL 5-6542

"Madam, what do you mean by letting your child snatch off my wig?"

"Sir, if it is just a wig, think nothing of it. I was afraid that the little devil had scalped you!"

from "Trumbull Cheer"  
h.m. of The Trumbull  
Electric Mfg. Co.,  
Plainville, Conn.

Mrs. Jones was sitting in the breakfast nook shelling peas when she heard a knock at the back door. Thinking it was her young son, she called "Here I am, darling."

Silence. Then a deep voice boomed, "This is not the regular iceman, ma'am."

from "Indiana Telephone News"  
h.m. of the Indiana Bell  
Telephone Company,  
Indianapolis 9, Indiana.



► **SPEAKING OF FINE PRINTING** . . . we still think that Bakelite Review (h.m. of Bakelite Corporation, 30 East 42nd Street, New York City) is just about the best looking house magazine crossing our desk each month. 8½"x11", 28 pages . . . full color covers. Wonderful layout. Easy to read.

► **MAYBE THE DAYS** of "plenty of paper" will be here again soon. We are beginning to see more examples of the revival of "sample" portfolios. Missing since start of the war. Some of the manufacturers are still holding back until they can get quality up to pre-war levels. But Strathmore recently issued an attractive "sample" folder on "Alexandra Japan" and A. M. Collins Mfg. Co. of Philadelphia has released very magnificent portfolios on their cover lines.

► **JOHN H. MURDOCH**, Director-Advertising for Peruvian International Airways, 111 East 57th Street, New York 22, N. Y., sends us samples of calling cards prepared for executives and representatives of the company. On the back of each a complete and readable route map of company lines. A novel and worthwhile idea in "direct advertising".

► **THAT WAS A BIG MAILING** which went out around Washington's birthday in New York. About three million first class postage processed letters bearing signature of Dwight Eisenhower and appealing for contributions to support work of National Conference of Christians and Jews. We understand that New York Post Office received this large bulk of mail a week before intended delivery date . . . so letters could be postmarked and processed without gumming up the daily routine. Job was handled by Hodes-Daniel Company of New York. No report yet available on percentage of returns. (See Eisenhower letter elsewhere.)

► **BEST LOOKING PROMOTION** for a storage company we've ever seen . . . comes from Willfred S. Rowe, Advertising Manager of Neptune Storage, 369 Huguenot Street, New Rochelle, New York. Brilliant red varnished cover, with a Neptune driver's cap perched on top of a world globe map. Title "A World of Service." Twenty-eight, 11"x8½" pages. Beautifully designed, illustrated and written. More pictures than words. Inside back cover, a small pocket containing miniature 3¼"x5" reproductions of testimonials. It would be hard to pick a flaw in this job.

► **EDWARD N. MAYER, JR.**, President of James Gray, Inc., 216 East 45th Street, New York 17, N. Y., is again conducting (for fourth year) his free five-lecture course in Direct Mail . . . for the customers of his company. Started April 5th in Belmont Plaza Hotel . . . and continues on successive Monday evenings.

► **FREE CLASSES IN OFFSET** Printing Equipment Operation are being offered to employees of customers by the Addressing Machine & Equipment Company, 29-31 East 22nd Street, New York 10, N. Y.

There are eight sessions of technical but practical instructions in the operation of the Multigraph and Multilith machines and three sessions in all phases of Platemaking. Classes are held every Thursday evening from 7 to 9 P. M. at the Company's offices.

► **DAVE MILLER** of Jack Avedon Products Corporation, 10 West 33rd Street, New York 1, N. Y., used a sure fire stunt to get his recent press release material noticed. Release was about a new advertising novelty or premium . . . a miniature personalized pocket lighter. Low cost and very attractive with name of recipient or brief advertising message imprinted. Dave Miller's press release came in a canvas mailing bag which also contained a sample of the lighter imprinted with (you guessed it) "Henry."

► **GOOD BOOKLET** on how to use envelopes and keep your mailing list up to date . . . recently issued by the Direct Mail Envelope Co., 15 West 20th Street, New York 11, N. Y. Worth having in your idea file.

► **CHICAGO'S BISMARCK HOTEL** won a gold cup at the Hotel Sales Management International Meeting in St. Louis for the best hotel advertising and sales promotion. James H. Brundage, advertising manager and Phyllis Royce, promotion manager, were responsible for the winning entries. *This reporter* can vouch for the superior qualities of Bismarck advertising. He stopped there briefly a

few years back . . . and ever since then has received a stream of effective direct mail pieces . . . including glamorous birthday greetings.

► **A SALES MANAGEMENT STORY** (March 15th issue) reveals that 5,961 Chevrolet dealers are now purchasing and mailing 29,587,950 pieces of Direct Mail (for 1948). A big jump from the six million pieces used in 1944. General Motors handles whole job in special department. Naturally . . . by mass production efficiency methods.

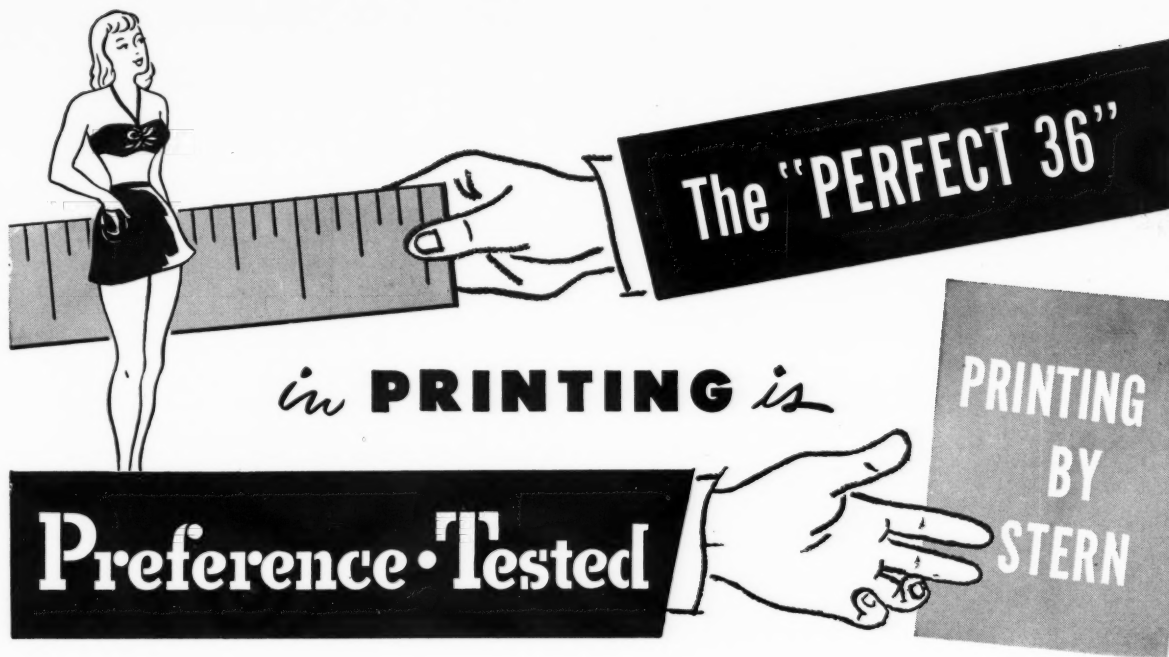
► **AFTER THIRTEEN YEARS** of service, Gus Giegengack resigned as Public Printer. It's expected that he'll return to his first love . . . the printing business. His successor . . . John J. Deviny, deputy public printer since 1941.

► **ANOTHER "OF-THE-MONTH"** plan has been announced. Telecoin Corporation has launched, through its 1,300 "Launderette" stores, a mail order merchandising program under which customers selecting from a special brochure will be able to get C.O.D. delivery of wearing apparel and household commodities. The new merchandising plan is known as "Buy-of-the-month". A feature of the plan is elimination of inventory and bookkeeping problems for dealers. Orders go direct to the manufacturer on postage-free cards.

► **G. L. ERIKSON**, Vice President of the Braden Sutphin Ink Company, 3800 Chester Avenue, Cleveland, Ohio, tells us that they can supply plain vanilla, chocolate, raspberry and a couple different floral bouquet odors in their inks. Also available is a smoked meat aroma for use with meat and bacon wrappings. He adds that no special preparations or instructions are necessary in using perfumed inks.

► **ELLIS G. BISHOP**, advertising manager, Royal Typewriting Company, New York, has been named chairman of the Judges Committee, for the DMAA 1948 BEST OF INDUSTRY competition.

► **A TIP FOR LETTER WRITERS** . . . See the new movie hit "Naked City." With narration by the late Mark Hellinger. It's thrilling. But as you watch it (possibly for the second time) notice how the fast moving, stupendous story is told in short, easy to understand words. Hard, brittle words which drive into the creases of the brain. A good lesson for letter writers . . . if you can focus your mind on the technique, rather than the action.



The importance of acceptable and pleasing physical characteristics in industrial literature has now been established. Each classification—catalogs, booklets, house magazines, self-mailers, etc.—has its own "perfect 36".

Stern's original research in this field has brought to light clear-cut preferences among business executives as to the most acceptable sizes, color treatments, illustrative techniques and other physical details for various kinds of printed

pieces. With these findings you can add measurable impact to the story of your products and services.

#### The Facts Are Available — NOW

To get top-dollar results from your direct mail advertising or any other form of industrial printing, investigate these preferences. Apply them to your next job (or one that may already be in the planning stage). You need only fill in and mail the coupon below to get the facts.

*Edward Stern & Company, Inc.*

Printers Since 1871 • Sixth & Cherry Streets • Philadelphia 6, Penna.  
Graybar Building, New York 17, N.Y. • 755 Boylston Street, Boston 16, Mass.



PREFERENCE-  
TESTED  
FOR  
MAXIMUM  
IMPACT

#### EDWARD STERN & COMPANY, INC. (Dept. 13)

Sixth & Cherry Sts., Phila. 6, Penna.

Gentlemen:

Let's discuss (without obligation) the application of Preference-Tested printing to:

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> ANNUAL REPORTS | <input type="checkbox"/> DEALER MATERIAL   | <input type="checkbox"/> PROMOTIONAL MATERIAL      |
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AMERICA HAS COME A LONG WAY IN THE PAST FIFTY YEARS



## “Get off those crackers, Blackie!”

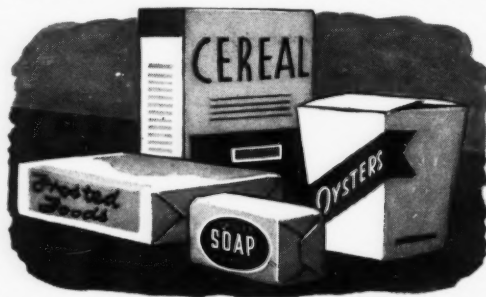
Yesterday's open cracker barrel is a choice item of Americana, a museum piece. Today, from Maine to Monterey, from rural store to super-market, you'll see row after row of *packaged* foods . . . safeguarded against dust, dirt and the grocery cat's prowlings.

Storekeeping and food selling have come a long way in fifty years! So have American standards of hygiene, American education in sanitation.

It's been a wonderful half century! During these fifty years, we have contributed our own share—through paper and paper products—to the improvement of health and hygiene, to the broadening of education. Paper and printing have carried the torch for better living. They have widened markets for industry . . . brought

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